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ABSTRACT

This report summarizes the achievements of the Neighborhood Information Centers Project on a national basis. (Summaries for each of the five cities-Atlanta, Cleveland, Detroit, Houston, and Queens Borough, were submitted separately.) The purposes of the Project are to research the feasibility of the branch library as a Neighborhood Information Center, to determine criteria for planning such a center, and to present an implementation plan for establishing a demonstration center in each city. After describing the background for the project, work products of main project phases, and interim progress reports from each library, comments and recommendations are made about four areas: the question of privacy, the project staff, the publicity and image, and the current status and future prospects. Attached to this report is an issue of "The Open Shelf", which features The Neighborhood Information Centers Project. (CH)

- THE NEIGHBORHOOD INFORMATION CENTERS PROJECT ISSUE

This issue of *The Open Shelf* is devoted to and contributed by the National Neighborhood Information Centers Project of The Cleveland Public Library, a federally-funded project, unique in design and administration, and a national "first" for Cleveland. This publication provides a capsule view of the local centers in Cleveland and the Library's Urban Services Department which administers them.

Guest Editor, Dorothy Ann Turick, serves as National Project Officer and wrote the original Project proposal. Miss Turick has had local, state and national library and editorial experience, having held positions with the American and California Library Associations, as well as with the Cleveland Public Library. She has edited publications for ALA and CLA and has contributed articles to local, state and national publications. She has also served as a consultant to the Cleveland Commission on Higher Education. A graduate of Miami University, Oxford, Ohio, Miss Turick received her degree in library science from Case Western Reserve University School of Library Science.

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Cover quotation is from Barbara Conroy's report, pages 5-6, cited in the footnote on page 3

THE NEIGHBORHOOD INFORMATION CENTERS PROJECT

by

Dorothy Ann Turick

Early in 1973, The Cleveland Public Library established two Neighborhood Information Centers in two branch libraries, Langston Hughes Branch Library, East 79th Street and Quincy Avenue, and Jefferson Branch Library, 850 Jefferson Avenue. These Neighborhood Information Centers provide information, referral, follow-up, and general informational assistance, utilizing an Agency Resource file, neighborhood resource files, and resources of The Cleveland Public Library.

During the first three and one half months of operation, the centers responded to 698 information requests, with 250 requests related to employment being the major "need" category.

This correlates with the 10.1% unemployment rate in Cleveland and the even higher unemployment rate in the inner city.

Such information needs are reported by staff in weekly statistical and monthly narrative reports and are studied by the Director of Urban Services. He, in turn, confers with directors and representatives of other agencies such as the Federation for Community Planning, Cuyahoga County Welfare Department, Social Security Administration, United Torch Services, County and City Departments, for co-ordinated ways of alleviating or meeting the needs indicated by the requests.

A Special Committee on Co-ordinated Community Information and Referral Service, sponsored by the Federation for Community Planning, was formed in May, and is working on future plans to co-ordinate efforts. The Cleveland Public Library is represented on this Committee, as are representatives of other information/service agencies.

The branch library seeks to be a vital force in daily living by providing "survival" and health care information to those who may be unfamiliar with the information resources and services freely available to them. Those who have difficulty in reading or interpreting information are assisted.

The staff of the Centers explain other library services, resources, programs, and activities and refer residents to services for the blind, hospitalized, shut-in, and institutionalized.

The Cleveland Public Library serves as the chief/planner/co-ordinator for a consortium of five major public libraries simultaneously implementing operations of neighborhood information centers.

The Cleveland Public Library was selected as the national co-ordinator for the project, a tribute to the national leadership and reputation of the institution, its Board of Trustees, its Director, and its Department of Urban Services, unique in major public libraries in the United States.

The Centers are made possible by a federal grant, the *first* awarded to a public library for a research/development consortium project. The award of this grant July 1, 1972, and its continuation to May 1, 1974 honors both the Library and the City.

Detailed information concerning the local project may be found in the Final Report of Phase I, Cleveland NIC Project, which is available in all branch libraries and in the General Reference Department of the Main Library. A limited number of free copies are available on request from the National Project Office.

The summer issue of *RQ*, a quarterly publication of the Reference and Adult Services Division of the American Library Association, is devoted to a national overview of Neighborhood Information Centers. Copies may be ordered from ALA; free reprints of the special section are available from the National Project Office.

In this issue of *The Open Shelf*, Carolyn McIntosh and Beth Rader, Co-ordinators of the Centers, describe their experiences in this new endeavor. Mrs. Jewel H. Harris, who served as National Research Officer and Cleveland Implementation Officer, offers her personalized essay concerning neighborhood information. Wilfred Isaacs, Director, Community Information Services, Federation for Community Planning, describes information services of CIS. James E. Rogers, Director of the Library's Urban Services Department, describes the varied activities of his Department, which administers the Neighborhood Information Centers.

The Director of The Cleveland Public Library, Walter W. Curley, serves as National Project Director for the five-city consortium of Atlanta, Cleveland, Detroit, Houston, and Queens Borough Public Libraries.

Mr. Curley, with the Directors of the Detroit and Queens Borough Public Libraries provided the incentive and innovative leadership for the project to be proposed.

The existence of this project and the lasting impact it has upon library development is a tribute to his local and national leadership. Mr. Curley values this quotation:

"Librarians and libraries can be (and in some cases, are) agents of planned social change in their communities. They can facilitate planned change in a community by employing creative and useful means of distributing information resources, by broadening the potential of the library as a community facility and by exercising community initiative and support through personal and institutional actions. Moving from traditional to outreach service patterns requires change and understanding of change for the individual and for the library. Initiating that shift and sustaining it means working through the ever-lasting process of growth which is change. Constructive evolutionary growth comes from responsible individuals and institutions responding to the issues presented by their environment. An important capability for a lasting institution, as well as for a healthy individual, is the ability to change--to plan for change and to accommodate changes that occur, rather than be bypassed, or destroyed by the impact of those changes."[1]

Walter W. Curley

[1] Barbara Conroy, *Leadership For Change: A Report of the Outreach Leadership Network*, Durham, New Hampshire, University of New Hampshire, New England Center for Continuing Education, 1972, p. 7-8.

THE NEIGHBORHOOD INFORMATION CENTER IN JEFFERSON BRANCH LIBRARY

by

Beth Rader

The Neighborhood Information Centers Project in the Jefferson Branch Library opened January 22, 1973. Jefferson is the only branch library within walking distance of a large population. The area in which the NIC and the branch are located is unique: low-income and poverty families, a large population of senior citizens, Appalachians, Blacks, Puerto Ricans, and American Indians. It is also an old ethnic neighborhood with half of the population being ethnic families who have lived in this neighborhood for years. In the Tremont area, there are also fifteen churches within this "island" type community.

The day-to-day struggle and information needs are great. Older individuals who have transportation problems in getting out of their homes just to get to doctors, medication, food, laundry, and to see a friendly face or someone to talk with are numerous. Families moving into the area from other neighborhoods in in Cleveland or from out of state are not aware of the neighborhood centers, clinics, agencies for meeting emergency needs, local schools, and the library. There are families on public assistance and struggling to make ends meet who are suddenly hit by serious crises. They may have one or two weeks yet before welfare checks arrive and food and milk are needed for the children. In other cases, the gas is being turned off because of a gas leak which has been running the gas bill up beyond their means to pay.

These are the types of circumstances which we are dealing with on a day-to-day basis. Information is one of the most important needs in a community, in any community, and perhaps even more so in a neighborhood such as Tremont.

The Neighborhood Information Center is growing and becoming a strength in the community. It is a strength in the sense of being a vital source of information, service, case follow-up on each individual, and community input such as our neighborhood advisory board. The neighborhood agencies and community organizations are becoming very important to the success of the Neighborhood Information Center in the area. Their cooperation and support play a vital part in helping staff service the people of Tremont.

We, in turn, call upon the agencies with a much more relaxed feeling than before. Individuals are very wary of new services and new agency staff in their neighborhood, often with good reason. In many cases, people, more often poor people, have the attitude, "don't talk to me about the services you have, show me!" That is just what the NIC Project has been providing: information and referral services. We are not counselors, or lawyers, or a service agency in the sense of solving their problems. It is very vital to have agencies and service centers within the area with efficient staff and services to solve, or at least lessen, the problems of the individuals or families.

Within the NIC staff, two of the three staff members are neighborhood people who live within the area and work as community information aides. As the third staff member, I have worked in this area for the past three years with other job assignments. The staff is very supportive of each other and spend as much time as possible getting to know agencies, staff, store owners, and families within our community.

I believe that in order for us to be successful as a neighborhood information center, we must be more than a service in a building, a phone number on a poster or flyer. We must be involved in the community because we feel we are a part of the neighborhood, and a vital part of bettering the community. The staff of the Neighborhood Information Center in Tremont shop in the local stores, eat lunch in the neighborhood luncheonettes, and attend community meetings and special events in the area. The community people see us; they don't just hear about "that new center up at the library". They know what the NIC staff looks like and that we are concerned about all activities and changes in the neighborhood. The more the community sees us, the easier it will be for them to accept us and our services. Families and individuals who have never before walked through the doors of their library are coming now. They are coming for much-needed information because of a problem or crisis and being exposed, many for the first time, to the fascinating materials, information, and programs their library has to offer.

A number of comments have been made in reference to the friendliness of staff, the relaxed atmosphere within the Neighborhood Information Center offices, and comments such as, "go on up to that library information center; those folks will take care of getting you to the right place." We have spent four months proving ourselves, and now all our work, patience, and learning are beginning to pay off. We have an information center and neighborhood library united together to lend a helping hand and a guide to information and services to fulfill the many needs of the people.

Success can be measured best by listening to those individuals and families who are served. They are the people who, much better than pamphlets and flyers, help to publicize the agency. As they let others in the neighborhood know that the agency can help them, and as those people in turn let others know, the usage of our center will grow as each day passes.

Gail Knight, Mrs. Velma Johnson, Beth Rader

THE NEIGHBORHOOD INFORMATION CENTER IN LANGSTON HUGHES BRANCH LIBRARY

by

Carolyn McIntosh

A Neighborhood Information Center in a Library? What is that? Are you doing social work in libraries? These are questions or responses that are often heard by staff members of the Neighborhood Information Center at Langston Hughes Branch Library, East 79th and Quincy Avenue.

After three-and-one-half months of operation, it can be said NIC is many things to many different people.

Staff members have times of frustration, too!! Anxieties are sometimes flowing freely. We receive phone calls requesting food for a family of nine or more. Within recent months some of our resources have been overused in the area of emergency food. We have had requests for furniture and clothing which have been difficult to locate.

People who have used the service, and have been satisfied, often call back to thank staff members for helping them. Sometimes staff members will meet hostility when an individual has been disillusioned by the "red tape" involved in locating the service needed or sought. However, I feel our track record has been above average in quelling fears and hostilities.

In a neighborhood area where there are 44 agencies, the need for information on available services is great. The Neighborhood Information Center in the Langston Hughes Branch is providing this information. Our job is to bring people and services together.

For example, we provide information concerning agencies for employment, welfare, food and food stamps, clothing, education, financial aid, and housing. Since we opened, in February, we have dealt primarily with adult problems. Many people who come to us have not really defined their basic problem. One man came in needing transportation help. He had to travel across town to have his injured knee treated at Metropolitan General Hospital. We were able to help him with his transportation problem, but we discovered his *basic problem* was really lack of information. He was also being treated at St. Vincent's Charity Hospital for eye problems. He was grateful and happy to learn that the Hough-Norwood Center, much closer to his home, could provide comprehensive care. not only for him, but for his family.

Sometimes people know the type of agency they need; sometimes they do not. An individual may say, "I need emergency food." Sometimes he is eligible for food stamps, having been laid off his job, but he may not realize his eligibility.

We help people define their information problem, and then direct them to the agency that can supply the service or counseling needed.

We help people to understand their basic information problem and point them in the "right" direction. The type of requests we receive touch upon all phases of human problems in a large inner city, where help is often available but not always understood.

Examples of the type of information requests range from the elderly person who has waited over a year to move into a Metropolitan Housing unit, and the veteran who needs to know where help is available to him. We can help the elderly person through the confusing maze of red tape and inform the veteran so he understands his alternatives. Helping the individual through the complexities of identifying and locating agency services is one of the most important services we offer.

People really seem to be genuinely amazed that we are doing this in the branch library. We still feel that we have not reached everyone in the community. The staff at this Center, to date, have spoken to approximately thirty groups: PTA's, Golden Age clubs, and churches. We have personally taken posters and flyers to stores, schools, churches and barber shops. The program has been publicized in newspapers and on radio.

In fact, after a newspaper story we had a woman come from a great distance on a bus for information she needed. We have also received calls after newspaper publicity appeared, from people giving us information about available jobs and housing. We have had visits from staff of agencies such as Community Education Service Center which is part of Project Search of Cuyahoga Community College, to acquaint us with their services.

We see a potential for growth in our informational services. People still do not realize the extent of our files and our involvement. This community does not yet use the Neighborhood Information Center to its maximum potential. In the coming months we will be extending our efforts to publicize and explain our information services so that all residents in our area will know that this informational service exists to help them.

Cafolyn McIntosh, C. Tyrone Cofield, Jr., Charlotte Lennon

AND THE CHANGE GOES ON

by

James E. Rogers

If we have a work slogan in the Urban Services Department, it is - "the Change goes on". Reports from individual members of the staff describing their activities clearly illustrate the innovative work going on in relating to these constant changes in the community.

"Many people have talent to give us on a volunteer basis. We, in turn, give these people the opportunity to give the best of themselves in behalf of their community. This serves as a bridge of communication and without this we could not be effective." Dr. Lydia Amigo, a Community Worker in the Spanish Library at the Carnegie West Branch is referring to the Advisory Committee for that project.

Advisory committees for some of the Urban Services Department branches and programs have been a very effective "bridge" between the library staff and the people in the surrounding community. Advisory committees draw on different age groups, depending on the program. In the Spanish program the twenty four adult members are elected by the Spanish community. They work hard on a variety of projects, such as: selection, helping to develop new programs, and being concerned about the educational needs of their community. They meet once a month.

Across town we see the same principal working effectively as Toni Pierce, Community Worker, meets with the Advisory Committee of Blossom Hill School. These are Junior and Senior High School girls who volunteer. Adapting to the style of the participants, these meetings are called when they feel the need for one. Ms. Pierce says, "They let us know what contemporary things relating to their lives need to be presented to them in class. They help give direction to the library and contribute a lot of volunteer help." These young people really let the library know what they are interested in, so again the "bridge" of communication is built.

Advisory committees have proven to be a useful and effective way of achieving real involvement and dialogue between our staff and the communities they serve. The groups are organized by the joint efforts of the library staff and residents. We try to involve the area of the community that seems most receptive to the idea. Some groups work better than others, of course, but as with all Urban Services programs, we strive to remain open to changing the format if another possibility for reaching our goals presents itself. Where these groups have been effective there has always been a staff person hard at work in the background contacting people, keeping in touch, stimulating their interest and motivating them.

Two years ago, when the Urban Services Department was organized to develop some non-traditional methods of relating library services to the community, the goal was clear. We were to continue to serve our library users and to extend our services to non-users. How do you get people who do not know what you have to come in and use your materials? One way is to go to them. That is what we have been attempting to do with many of our programs.

"The feedback we receive from patrons is increasingly positive and faces that were new to us a few months ago are now regularly seen in the library," reports Bonnie Landgrabe, Carnegie West Librarian. "People are choosing to attend classes at the library because of the informal atmosphere and approach that allows them to learn at their own rate and enjoy what they are learning. The volunteer teacher concept has worked extremely well here and future plans call for more recruiting of these neighborhood people." Ms. Landgrabe continues, "The response from the public to our Sunday Concert Series has exceeded all expectations. The concerts have been held in the reference room so a listener could browse while listening to the music." Their programs have included bossa nova, rock, jazz-blues, recorder music, the Hungarian Singing Society, a Hungarian Gypsy violinist, a string quartet and a recital by piano students. The staff here see many people returning for books that first came to the library for one of the musical programs.

The children's room at Carnegie West has become a popular spot for games in the daytime and evening, and arts and crafts continue to attract youngsters. At least five pre-school groups are using our services here on a regular basis. Ms. Landgrabe describes the library community, "....the present population is largely American Indian, Appalachian White, Black, Hungarian, and Puerto Rican - the Blacks being the smallest and most recent group, although their number is increasing." This continuing state of change demands that we remain open to new needs as they develop and maintain a willingness to be innovative and flexible in our programs.

Roberto Rodriguez, Community Worker in the Spanish Library, reports, "The Spanish Library continues to increase in popularity among the Spanish speaking people..... Although it does not have the facilities (of a branch) its book circulation and other library services are at the same level as several of the smaller urban branches." Spanish classes for English speaking people and English as a Second Language for residents are both well attended.

The Spanish Library staff works with schools in the area, day care centers, and the Spanish American Culture Club of the Mansfield Reformatory. During the last quarter several Latin-American groups worked together on a splendid program of dances and songs for the benefit of the victims of a recent earthquake in Central America. The program was given in the Carnegie West auditorium and over 250 attended.

There are approximately 20,000 members of the Spanish community. Our staff members have become an identifiable friend for this community, representing an institution that recognizes its social role.

One of the most popular programs in the American Indian Project was a series of Indian and children's films. The Community Worker, Victoria Wade, comments, "This provided an excellent way for Indian children to get together and reinforce cultural ties in discussions following the film showing. It also gave us an opportunity to survey the children's areas of interest." This staff coordinates efforts with the Cleveland American Indian Center, Cleveland Board of Education, Cleveland Foundation, and private businessmen. Personal contact in relating to this community is essential, and Ms. Wade says, "In the Indian community, direct contact must be made for programs."

Work has been going on since November on the new mini-library for the Appalachian Project at Calvary Reformed Church. It will open on June 10, 1973. The Appalachian Project has played a vital role in providing library services to one of the largest minorities in the inner-city of Cleveland. There are approximately 60,000 Appalachians living in the inner-city and over one hundred thousand moun-

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tain people in Greater Metropolitan Cleveland. NIC Coordinator, Beth Rader, reports, "College students, local schools, and neighborhood agencies have found the Appalachian Project collection a valuable resource tool. This collection is the only public circulating collection within a public library system to our knowledge."

An Appalachian Fair held at the Calvary Reformed Church in February received city-wide attention and attracted over 2,000 people. Ms. Rader says, "Another good aspect of the Fair from the library point of view was that these were the people we wanted to reach. Through the Fair they heard of the new mini-library and were excited at the prospect of having a library of their own." Many volunteers from the community will help staff this library.

Meetings have been held with the church staff to avoid duplication of programs and to use the resources effectively. Some of the possibilities under discussion are: film programs, book discussions, programs for the elderly, pre-school story hours, crafts and rap sessions.

This staff presented a program for the teachers at Waverly Elementary School. The principal wanted the teachers to know more about the Appalachian culture. The Advisory Board concept has been very effective in this project.

At Langston Hughes Branch the juvenile room has a variety of activities including pre-school story hour, needlecraft classes, cooking classes and film and game hours. Ms. Crayton, Librarian, and Ms. Simmons, Children's Librarian, report, "Pre-school story hour remains one of our most successful programs. We go to day care centers to show films and tell stories. We visit seven centers a week and four centers come to the library one day a week. Another service to the centers is the institutional loans through which we have been delivering books to the centers once a month. There is a great demand for picture books and we cannot keep enough on the shelves.

"In the knitting classes the girls knitted shoes, and in macramé class they made belts. Girls are learning the basic stitches in crocheting. The program that was highly successful was our cooking class. For a long time we have needed something for boys, and we decided that a cooking class would be a good beginning. We had so many boys interested in the program that we decided to have two sessions to last 10 weeks each. The Chef's Corner started with 12 boys and they met once a week at the library. They worked in groups of three with a group captain, and they were given outside assignments that required the circulating of library books. They had to make a scrapbook, but the best part was that they cooked. The Chef's Corner received a special treat on Presidents' Day when they toured the Crayton Meat Company with refreshments being served after the tour."

The Neighborhood Information Centers represent a real boost to the library. There is a distinct need for this type of service for the people of the neighborhoods. It has proven to be a reference resource for the library as well as the community.

Community Worker, Toni Pierce, reports, "For Black History Week, the Hough Multi-Purpose Center Library in conjunction with the Sunbeams and the Girl Guards, presented 'Changing Times' on the evenings of February 14th, and 15th, 1973. This effort is an example of excellent agency cooperation. We had very good attendance with 34 children and eight adults attending on the 14th, and 54 children and five adults attending on the 15th. Several phonodiscs were borrowed from Main Library and the Black reference collection at HMPC was relied on heavily for information presented by the participants.

Black spirituals and 'Ben', the theme song from the motion picture of that name, were sung by everyone near the termination of the program, followed by a group discussion of various eminent Black individuals.

The HMPC Library is used for a multitude of purposes - from golden agers working on craft projects to pre-schoolers playing. The Librarian at HMPC is an individual who is capable of communicating with all kinds of people and of any age group. There have been times when the game room, arts and crafts room, and skating rink were all closed and the Library was overflowing with youngsters of all ages. Among the activities this resourceful Librarian has introduced are: development of various crayon techniques, drawing boats, drawing children, creative drawing, making Valentine cards, making construction paper booklets for the purpose of housing creative writing done by the children, practicing writing skills, assisting with homework, rapping with the golden agers, making paper flowers with golden agers, tutoring, practicing reading skills, storytelling, reading to children, listening to children read (practice reading), counseling teenagers with personal problems and just listening to them when they had something they wished to talk about."

For the Spring, one special project is planned: every person, young or old will grow a plant from seed. There are several requirements for obtaining the seeds and planter:

1. Read an article in *Child Craft* on seed germination and a similar article in *All About Seeds*.
2. Write a short report explaining the process of seed germination and plant growth, and discuss this report with a library staff person.
3. Read about the care of plants in general and discuss same with library personnel.
4. Come to the library several times a week to care for plants.

The purposes of these requirements are:

1. To give the individual some knowledge of what he is getting involved in *before* getting involved.
2. To develop skills in written and oral reports.
3. To develop a sense of responsibility towards a long range goal.

This program is planned for 50 participants. Those too young to read will have the growth and care of plants explained to them.

Our Lady of Fatima pre-school program is a volunteer project where white suburban mothers and their children (along with Black, Hough pre-schoolers) meet every Tuesday from nine a.m. to noon for a playschool type learning experience. Attendance is usually 12 to 18.

When the Community Worker started reading to the children here, they were reluctant to leave the group and go to a separate room alone, with a stranger and a book, a strange object. She reports, "After the first few weeks the children became friends with the worker and *loved* the books. The next development was that one book wasn't enough; a few of the children wanted to have two to four books read to them at one sitting."

The children were obviously successful in getting the parents to read to them because they had become very familiar with the books they had taken home. These children have learned in a short period of time to love and appreciate books. They never want to return a book and get a different one; they tend to cling to "my book" and do not want to give it up.

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The Community Worker there branched out from just reading to the children to having them identify various pictures or images and illustrations in the books being read and working on word pronunciation and vocabulary building. This approach was experimental, but in just a few months, she has seen how withdrawn, fearful children, unsure about the whole concept of a book have learned to love being read to and have made new friends. This approach has been very successful and she plans to continue at Our Lady of Fatima.

At the Urban League Street Academy the film programs continue to be well received. Sometimes they are shown during the lunch hour. We help students with reference materials for their homework and have advised and assisted students preparing for job interviews. The help and attention the Community Worker gives these students on a one-to-one basis is of immense value.

One of the real success stories in neighborhood involvement has been the Junior Achievement Program. When we began the branch participation two years ago we turned away over 300 students because of space limitations. Today we have 139 students involved and 28 adult advisors from the business community working with us.

Junior Achievement Companies are active at the East 131st Street Branch four nights a week. The ages range from 15 to 19 years and boys and girls participate from John Adams, J.F. Kennedy, Jane Addams, East High, and Marymount High Schools. "The average attendance is fifteen at each class," Community Worker Charles Vaughn reports. "The products produced include table lamps, incense candles, wooden decorated wall plaques, memo pads, stainless steel serving trays, discotheque key chains and three dimensional plastic Tic-Tac-Toe games. Our training in management, production, and sales are tied in with the books and periodicals to help them improve their programs and set realistic and meaningful goals. The students sell their products themselves, door to door."

At Langston Hughes the products made in two companies include: plastic match box covers, plastic salt and pepper shakers, and two-sided plastic picture frames. The average attendance is fifteen at meetings, as at East 131st Street. The Cleveland Public Library sponsors one company at each location. The others are sponsored by local business people. All of these programs offer the participating students the opportunity to work for one of the scholarships offered by the National Junior Achievement organization (last year we had two scholarship winners).

We continue to conduct the library books service to all the Day Care Centers in the area. Field trips are often coordinated with the reading material; for example, books on airplanes may be tied into a trip to visit the Cleveland Airport, and reading about nature and seasonal changes may result in a trip to the country to see the leaves changing color and falling from the trees. These children range in age from three to five years. The Bingham Day Care children have been taken on various sight-seeing tours around the city such as: the Cleveland Hopkins Airport, along the lakefront shipping docks, and the Metropolitan Park. A tour of the Health Museum was arranged for Day Care children studying health.

The other two programs this Community Worker supervises are the popular Photo Club at Glenville Branch and a new service to Black Unity House. In the Photo Club students from twelve to eighteen years of age actively participate and some of the more experienced photographers even conduct training for younger students. The books on photography techniques in picture taking and developing are an important part of the activity. They have their own dark room here and develop the pictures they take. One student recently took pictures of all of the Urban Services locations for use in the Department. The Community Worker has also developed an audio-visual program and reference library with the staff at Black Unity House, a social service center. We supply them with books on Black history, Black development, and current events.

The East 131st Street Branch serves a lower middle-class neighborhood that is predominantly Black, but has pockets of Whites and Bohemian ethnic groups. The economic status of the clientele does not permit long-range commitments to extensive volunteer service, but does allow for short term activity on a limited scale. This is a reading community. While non-traditional out-reach efforts are encouraged, the traditional services of recent best sellers, adequate research tools and a qualified library staff are necessary to maintain community interest.

The library is recognized as a center for furthering one's progress through individual effort, and recently as an established institution that recognizes its role as an active participant in neighborhood affairs.

The weekly meeting of the Koffee Klatch continues to be a major program at East 131st Street Branch. During the past three months the members of this group have made extensive use of the resources available in greater Cleveland. The head of Cleveland Public Library's Audio Visual Department has visited the group to discuss the effects of media on children. They have visited the Afro-American Cultural and Historical Society. The three councilmen with wards closest to the branch visited the group to speak on the uses of community power. The Koffee Klatch has had rap sessions on consumerism, sex education, and narcotics abuse. This group of 25 mothers of pre-school children also composed the advisory board for the Branch. There are four monthly oral reports submitted to this committee concerning branch activities and a quarterly written report including pictures of programs and statistical data. These mothers form the nucleus of our neighborhood support in the branch area and help to represent the Branch at churches, PTA meetings, and in street clubs.

The Traveling Storyhour program, promoted by East 131st Street Branch, has met with great success. The Children's Librarian visits eight neighborhood nursery schools, telling stories and changing book deposits. There are several nursery schools that transport children to the branch and these are scheduled weekly. This willingness to travel has led to regular book talks at the Women's Detention Home where sessions generally draw 20-30 participants.

In the month of March the East 131st Street Branch was given the Good Neighbor Award from the Corlett Elementary School. This certificate was given because of an 850-volume book deposit established at the school to aid their small library. Saul Sunshine Principal, felt that this effort deserved special merit and, for the first time, their monthly award was presented to the East 131st Street library.

A volunteer has been tutoring students in the Branch club room on Thursday afternoons. We hope this contact will lead us into a summer tutoring program that will involve more students and instructors.

The Community Worker, Elizabeth Young, reports from Friendly Inn, "We had a Black author's program for a group of writers who are housed at Karamu. They read stories to the children and displayed their written material, getting reactions from both parents and children."

The Community Worker reports, "Volunteers in recent weeks have included people from the Mainstream Program and the School Neighborhood Youth Corps.

"Our main users are children who participate in the Reading Club, Storyhour, and games like checkers and chess. We tried a project of reading and discussing antiques with a field trip to antique shops for the Golden Ager Group.

"A Community Worker has been working with the Hough Area Development Corporation assisting in developing a bibliography, setting up a catalogue system and helping train a staff member for the H.A.D.C. library."

These reports of firsthand experiences tell the Urban Services Department story better than an organizational description. The change goes on - everywhere. The people in the library communities change, so new needs are created. The best way we know to relate to this constant change of people's needs with our library services is to make every effort to remain flexible, open-minded and well aware that - the change goes on.

Carolyn McIntosh, James E. Rogers

COMMUNITY INFORMATION SERVICES

by

Wilfred Isaacs

Community Information Services is a comprehensive information and referral service which offers assistance to all residents of Cuyahoga County who have problems or questions about health, social welfare, recreational, educational, vocational, supportive, legal, or financial services. Our objective is to enable and assist people with unmet needs to receive help from the most appropriate resources in the shortest possible time. Community Information Services receives financial support from the Cuyahoga County Welfare Department and United Torch Services, and is a central service of the Federation for Community Planning. C.I.S. maintains a downtown office located at 1009 Huron Road, which carries out administrative functions and handles inquiries coming from those living in the central city or in suburban areas.

In addition, eight neighborhood outreach offices, located in the Glenville, Central, Goodrich, Near West Side, Clark-Fulton, North Broadway, Corlett, and Collinwood areas, each employs an Information Specialist and an Information Assistant to serve the needs of those living in these low income neighborhoods. The downtown offices also house the Senior Information Center, which provides specialized information and referral services in answer to the unique set of problems experienced by senior citizens. In addition, the Senior Information Center maintains seven outreach offices in churches and public housing estates throughout the city, which employ retired low-income senior citizens on a part-time basis.

During 1972 Community Information Services received a total of over 25,000 inquiries. About a third of these inquiries were handled by the main office of C.I.S. with the other two thirds being fairly evenly divided between the neighborhood centers, the Senior Center, and the Senior Outreach project offices. During the first quarter of 1973, C.I.S. has received over 8,900 inquiries about community health and welfare services indicating that the total number of inquiries handled in 1973 should be substantially greater than the 1972 figure.

During 1972 and the first three months of the current year, the highest number of client inquiries has consistantly been related to financial needs; primarily the need for food stamps, public welfare, and/or emergency assistance, with over one quarter of the inquiries falling into this category. Self referrals have constituted approximately 45% of the sources of inquiries we receive. Much of our work involves providing agency or community information to callers. However, a large number of direct referrals to agencies or organizations are also made, and often direct services or short-term counselling is provided.

Community Information Services publishes a monthly statistical summary of the activities broken down according to the sources of the inquiries received, the kinds of problems presented, case dispositions, the number of contacts made, and the number and kinds of situations in which no resources could be found to meet the needs presented. The monthly reports also include an analysis of the statistics and a report about the month's special activities. C.I.S. also periodically prepares special in depth reports focusing upon one particular type of problem for which there has been a particularly large inadequacy of services available to meet the needs of people in the community. These kinds of reports are in keeping with the new thrust of Community Information Services, which is to not only provide information and referral services, but to also become an integral part of the community's planning processes. C.I.S. is in a unique position to provide other social service and planning agencies with data on the needs of the people in our community, and we hope that our reports will stimulate discussion and further study by those who examine needs and plan new services.

In order to provide help with problems as quickly and effectively as possible, Community Information Services maintains an extensive resource file of service agencies and organizations which offer assistance to people throughout Cuyahoga County. This file is kept as up-to-date as possible and new resources are added as they are found.

A twenty-five member Community Information Services Committee helps guide the service through operating policy decisions and assists staff in the development and operation of C.I.S. The Committee, currently chaired by Les Biebl, Public Affairs Director of WWWE Radio, is composed of representatives from all segments of the community: men, women, Blacks, whites, Spanish speaking people, businessmen, social workers, church representatives, and inner-city residents.

In recent months the Committee has also taken on the role of being an advocate on behalf of clients and their unmet needs which are brought to the attention of Community Information Services.

Wilfred A. Isaacs

WHAT PRICE...INFORMATION?

by

Jewel H. Harris

The Cleveland Public Library has long been a leader in innovation within the field of public librarianship. The staff of the Library is dedicated. Most have worked many, many years for the system and have seen many changes--in Library goals, policy, administration, and organizational structure--and changes in clientele--take place; most have coped well with these changes.

Cleveland Public Library's present effort in information and referral services is but one more avenue by which it is striving to meet the needs of a fast-changing society.

Realizing that its clientele has also changed, to one whose information needs and demands are vastly different from those of a decade ago, the Library has committed itself, through the Neighborhood Information Centers Project and its concepts, to seeking original and more effective ways by which this "new" public can best be served.

It has been said by some members of the profession that the Library as an information and referral agency is a concept neither new nor unique--librarians "have been giving I & R type services all along." I agree that this is so--to a point; but what is new and different is the level and variety of this service, and the fact that the service--as an information and referral one--is being publicized by the Library to the people who need it most, the disadvantaged and minority segments of the community.

One argument by some members of the Library profession against the concept of information and referral is that "librarians are not social workers", and therefore should not be expected to give advice, or counsel to their patrons. The proponents of the I & R concept agree with this argument; we feel that the I & R staff should be a mixture of both librarians and individuals with community and/or social work backgrounds. Accordingly, in recuiting staff to work in the NIC project in Cleveland, we looked for persons who had previous experience in dealing with people as social workers, case workers, community group workers, and the like. But, above and beyond this, we recruited people who had a basic warmth in personality and a sincere desire to help people in need of the type of information we were prepared to offer. We sought individuals who possessed a firm belief in the goodness of their fellow human beings--and a belief that *all* people regardless of their age, race, color, social background, economic status, or physical appearance, have needs and are *entitled* to information to aid them in getting those needs fulfilled.

Other qualities for which we looked were strength, courage, perseverance, diplomacy, perspicaciousness, and tact. These qualities are all essential in order to effectively deal with I & R clients and with agencies and organizations. To have an I & R staff possessing these qualities, backed by a staff of librarians with expertise in the collection, organization, storage, and retrieval, of data, is to have a winning team perhaps unparalleled by other agencies offering I & R services. Both the librarian and the individual with community or social work qualifications are necessary ingredients.

The law of averages suggests that there are librarians who also have all the other necessary qualifications to be successful I & R specialists. Cleveland Public Library is fortunate in having on its staff such individuals. It is my personal hope that, as the NIC concept expands and extends within CPL, these individuals will recognize, and be recognized for, their worth and ability, and take an active role in what is surely an exciting and meaningful new venture for the Library and the profession.

It is my contention that "nothing worthwhile is ever achieved without some degree of pain". The most wonderful miracle which God has given is life itself--the birth of an infant by its mother into the world--and yet, for many women, this is the most painful ever experienced by a female in her lifetime.

Change, too, can be painful. Many of us are comfortable with the status quo--with processes and procedures with which we are familiar. For those librarians, then, who are faced with an almost totally "changed" clientele, receiving a mandate to serve by way of a "changed" service concept, while also having to work with a "changed" staff composition, can be a mindblowing experience.

Therefore, it should be made perfectly clear that, although new concepts of library service delivery demand the support of staff from other disciplinary fields, librarianship will not be sacrificed or destroyed in the process. The "new" will not be effective without the "old".

The success of the Neighborhood Information Centers Project, as with any project which is different in its make-up, goals, and concepts from the established norm, depends upon the support and cooperation of all our staff working together toward achieving success. It will not be an easy task, nor will it be a painless one; but the joy of knowing that, through our efforts, a baby has milk to drink, a man has a job to support his family with dignity, a foundling has a home, a mentally retarded child has a bed, and a lonely old woman has a friend, certainly makes it all very worthwhile.

Mrs. Jewel H. Harris

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EAST 79th STREET 1215 E. 79 St. 881-7266

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FLEET 6511 Fleet Ave. 641-5666

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GLENVILLE 660 Parkwood Dr. 681-2040

HARVARD-LEE 4125 Lee Rd. 751-9955

JEFFERSON 850 Jefferson Ave. 241-7527
Neighborhood Information Center 687-0080

LANGSTON HUGHES E. 79 St. & Quincy Ave. 431-6118
Neighborhood Information Center 391-5075

LORAIN 8216 Lorain Ave. 631-4962

MARTIN LUTHER KING, JR. 1962 E. 107 St. 795-4117

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MT. PLEASANT 14000 Kinsman Rd. 561-4790

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ED 087490

Annual Report

Project No. 2-0860
Grant No. OEG-0-72-5168

Dorothy Ann Turick

The Cleveland Public Library
325 Superior Avenue
Cleveland, Ohio 44114

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A PROPOSAL TO RESEARCH AND DESIGN CRITERIA FOR THE IMPLEMENTATION AND ESTABLISHMENT OF A NEIGHBORHOOD INFORMATION CENTER IN FIVE PUBLIC LIBRARIES IN FIVE CITIES: ATLANTA, CLEVELAND, DETROIT, HOUSTON, QUEENS BOROUGH

September, 1973

U. S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

OFFICE OF EDUCATION
BUREAU OF LIBRARIES AND LEARNING RESOURCES

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AUTHOR'S ABSTRACT

This report serves as an annual report for the Neighborhood Information Centers Project summarizing the first year, July 1, 1972 - June 30, 1973, of the project on a national basis. Reports summarizing achievements on a local basis in each of the five cities: Atlanta, Cleveland, Detroit, Houston, and Queens Borough have been submitted as separate annual reports from each library. The project was proposed to research and design criteria for the implementation and establishment of two neighborhood information centers in two branch libraries in each city. The project successfully accomplished its goal, and has begun a continuation period, July 1, 1973 - April 30, 1974, with ten additional months of federal funding. Detailed information on aspects of the project may be sought from the National Project Office in Cleveland; and/or from each of the Directors of the project libraries.

Dorothy Ann Turick
National Project Officer
Cleveland, Ohio

Annual Report

Project No. 2-0860
Grant No. OEG-0-72-5168

A PROPOSAL TO RESEARCH AND DESIGN CRITERIA FOR THE ESTABLISHMENT OF A NEIGHBORHOOD INFORMATION CENTER IN FIVE PUBLIC LIBRARIES IN FIVE CITIES: ATLANTA, CLEVELAND, DETROIT, HOUSTON, QUEENS BOROUGH

Neighborhood Information Centers Project

National Project
Annual Report
July 1, 1972 - June 30, 1973

Dorothy Ann Turick
Cleveland Public Library
325 Superior Avenue
Cleveland, Ohio 44114

September, 1973

The research reported herein was performed pursuant to a grant with the Office of Education, U. S. Department of Health, Education, and Welfare. Contractors undertaking such projects under Government sponsorship are encouraged to express freely their professional judgment in the conduct of the project. Points of view or opinions stated do not, therefore, necessarily represent official Office of Education position or policy.

U. S. DEPARTMENT OF
HEALTH, EDUCATION, AND WELFARE

Office of Education
Bureau of Libraries and Learning Resources

PREFACE

The survival of the public library, as such, is presently in jeopardy. As a social institution, its function is to provide for the informational needs within its community. Presently it is often found wanting in meeting this function. As a service agency, it is responsible to its clients. In the most dormant instances its performance of this function is being ignored or bypassed. In the most alive instances, libraries and librarians are being asked to look to new roles and new patterns of service in that community.

In theory, the library's clients include the entire spectrum of individuals and groups in the community. In actual practice, however, utilization of library services is often selective due to the method by which library services are delivered or due to the lack of community awareness of or responsiveness to the services offered. Thus, both implicitly and explicitly, the needs of some segments of the community are better served than others. Whatever the reasons, inequity of service is the result. All communities have overlooked, unserved citizens. Those most often unserved by libraries include the disadvantaged, the aged, the nonliterate, the minority groups, the institutionalized--all disadvantaged even further because of lack of adequate information services.

The access to information, having it and using it, is a strong element of power for individuals and groups of people in a community. The realization that having information is vital to what people want and need to do is a growing one. That realization translates into alternative means of getting information if public library services do not meet those needs. Some of the current alternatives include hotlines, government information centers, business references services, etc.

However they get it, citizens need information with which to make decisions in meeting their personal, career and civic responsibilities. Current trends which are leading to greater personal development, participative management and citizen-oriented government make the individual's decisions ever more significant and the need for access to and use of information greater. The growing demand for participation in the decision-making on community issues is becoming ever stronger. Thus, these pressures promise to intensify rather than to lessen. They, the pressures, also promise to be reflected in the demand for accountability expressed by the citizen who is asking for evidence that shows that important and useful services are actually being exchanged for the tax dollar. Active programs of providing information in repsonse to community needs by public libraries are one means to meet the demand for accountability in the changing society.[1]

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[1]Conroy, Barbara, Leadership for Change: A Report of the Outreach Leadership Network, Durham, New Hampshire, University of New Hampshire, New England Center for Continuing Education, December, 1972, pp. 4-6.

TABLE OF CONTENTS

		Page
Author's Abstract		i
Title Page		ii
Preface		iii
Table of Contents		iv
Chapter I	Background for the Project	1
Chapter II	Procedures	12
Chapter III	Interim Evaluation	31
Chapter IV	Results	42
Chapter V	Conclusions	44
Chapter VI	Recommendations	46

CHAPTER I

BACKGROUND FOR THE PROJECT

The Neighborhood Information Centers Project is highly significant nationally.

- It is the first research/development project conducted by a major public library as a national research co-ordinator.
- It is the first consortium project of five major public libraries.
- It is the first research/development proposal to be awarded a grant under Higher Education Act, 1965, Title II-B, directly to a public library for a consortium/research project.
- It serves as a prototype for future projects among consortia of public libraries.

The concept of neighborhood information centers in branches of public libraries was discussed by three of the Directors of the five project libraries in 1971: Mrs. Clara Jones, Director of the Detroit Public Library, Walter W. Curley, Director of the Cleveland Public Library, and the late Harold Tucker, Director of the Queens Borough Public Library. The former Associate Commissioner of the Bureau of Libraries and Learning Resources, Burton Lamkin, was deeply interested in these concepts, and supported the possibility of a research/demonstration project to design and establish such centers.

A neighborhood information center is a designated section or office within a branch or a Main Library with a current agency/individual resource card file planned so that staff, by using the file, may refer individuals or organizations to agencies or individuals who can assist them with information to resolve a wide range of human problems. Staff may be librarians or non-librarians with a background in community and/or social work.

The centers are considered part of branch library services and their function, part of the administrative responsibility of the branch librarian.

During the planning/research/implementation phase, libraries may vary the administrative arrangements for establishing and operating such centers until the most feasible method of administration and staffing operation may be tested.

The difference in the neighborhood information center from customary reference procedure is that it utilizes referral and

follow-up techniques. The individual requesting information is given definite personalized service, may have his appointment made for him, may be given bus fare or transportation service, and if he is agreeable, is offered a follow-up check by telephone within a designated time period, to determine if he received the information and services required to resolve his needs and/or information problem.

Information and service gaps are compiled by staff and referred, through the administration, to the proper community agency in the neighborhood or area with whom the library has previously established relationships.

The NIC Project, began as a twelve month project, July 1, 1972 - June 30, 1973. It was proposed in a proposal from The Cleveland Public Library dated March 21, 1972 entitled, "A Proposal to Research and Design Criteria for the Implementation and Establishment of a Neighborhood Information Center in Five Public Libraries in Five Cities: Atlanta, Cleveland, Detroit, Houston, and Queens Borough."

The project was approved and funded as proposed. Funding level was $324,000 for three phases for one year. Phase I, the Feasibility Study in each city, provided $15,000 to each library. Phase II, the National Planning Study, assigned solely to The Cleveland Public Library was $29,000, and Phase III, Implementation for six months January - June, 1973, gave $59,000 to each city.

The five libraries conducted the project as proposed with local modification on the length of time for the local feasibility/ research study, proposed for four months, continued for five or six months in several of the libraries. Implementation, to begin in January, 1973, was also modified to late January or February 1973 if necessary.

Projects funded by Federal funds receive funds nearly two months after the initial date of the project. In certain cities, the necessary delay in receiving funds and organizing accounts, thus prevents actual expenditure of funds for staff and necessary work, causing modification in dates of the phases.

For background information and understanding, the proposal submitted by The Cleveland Public Library to the Bureau of Libraries and Learning Resources is included in this chapter. It was written at the request of Walter W. Curley, Director, Cleveland Public Library, who serves as National Project Director, by Dorothy Ann Turick, National Project Officer. Henry Drennan, Senior Program Officer, Bureau of Libraries and Learning Resources, serves as Federal Project Officer.

THE PROPOSAL FOR THE PROJECT

STATEMENT OF PURPOSES, OBJECTIVES OR NATURE OF THE PROJECT: To Research the Feasibility of the Branch Library as a Neighborhood Information Center, to Determine Criteria for Planning Such a Center, and to Present an Implementation Plan for Establishing a Demonstration Center in Each City.

EXPECTED CONTRIBUTION TO EDUCATION: To demonstrate the relevance of the urban public library branch to the neighborhoods it serves through research, study, and design for a Neighborhood Information Center.

DESCRIPTION OF WHAT IS TO BE DONE: Cleveland Public Library, acting as Chief Planner of a Consortium of Five Urban Public Libraries, will serve as co-ordinating and monitoring research agent in arranging for the feasibility studies in each city to be undertaken by Co-ordinators, designated by the Directors of each public library participating in the project; will work in co-operation with the other libraries in establishing criteria and broad guidelines for research, study, and implementation of a design and plan for a Neighborhood Information Center in each city.

RESEARCH TO BE UNDERTAKEN

PROBLEM

A branch library as a "Neighborhood Information Center" is a concept not always, if ever, readily considered or understood by people who live in lower income, poverty level, or welfare assisted conditions within the inner-city neighborhoods.

To demonstrate the effectiveness of help through free information resources readily available from a free branch public library and disseminated by new specialized staff, grant funds are sought to research, study, and develop criteria for a plan for a "Neighborhood Information Center" in five cities.

OBJECTIVE: To demonstrate to neighborhood residents and the community-at-large that the Urban Public Library can be a vital force in daily living, will provide free information, will refer residents to additional sources for information and assistance, and that the Library can adapt itself in non-traditional ways to meet the needs of those who have not previously used Public Library services, and have neither experience, nor knowledge of the role a Public Library can play in the daily life of the residents of the community.

PURPOSE: To provide survival information or referral information

assistance to people who may be in lower income brackets, poverty level, welfare assisted, who may have little or limited education, who may have difficulty reading or in understanding information in printed forms and need interpretation, to aid and enrich the lives of these people and the lives of their children, to demonstrate that a Public Library will play a meaningful role in dissemination of information by establishing an Information Center planned specifically for a neighborhood, and by meeting the varied information needs of the people served in the neighborhood selected.

DESCRIPTION OF PROCEDURES

The research study will be conducted in three phases. Phase I is the Feasibility Study in Five Cities, conducted simultaneously. Phase II is the Planning Study, parallel and overlapping with the Feasibility Study, to review implications, research, and recommendations arising from research in the five cities, and to develop the broad criteria and guidelines for the project in five cities.

Phase III is the actual Implementation Phase, based on research and plans drawn from Phases I and II and conducted simultaneously in five cities.

The significance of this research study is in its design and co-ordination of a research program simultaneously in five cities. The implications for Urban Public Libraries across the United States will be made through effects of the research and described in reports, talks, and publications. The research and plans ultimately drawn may form a basic plan which can be utilized with local adaptation by public libraries in many cities in the United States, and in other countries as well.

This is the first research program of this type to be conducted by a Consortium of five major public libraries. It may well be a prototype for future planning for a variety of public library program development needs.

The Director of each Public Library, Atlanta, Cleveland, Detroit, Houston, Queens Borough, will appoint a Co-ordinator for the entire Project, to serve through the year on Phase I, II, and III. The Director will also appoint the necessary secretarial, clerical, professional and non-professional support staff to assist the Co-ordinator. These staff members will undoubtedly work on released time from their customary responsibilities. In circumstances considered necessary, the Director may wish to appoint a new staff member on a full time or part-time basis for the local research Project. Conduct of the local research Project and day-to-day activities are the responsibility of the local Director.

The Director of the Cleveland Public Library, who serves as overall Project Director, and the Assistant Project Director from the staff of the Cleveland Public Library, will co-ordinate the research program in the five cities, monitor research in progress, serve as communication, liaison, and overall "design" agents to and for the entire Project.

An initial Conference, funded by Phase II should be held prior to Phase I, to establish study and planning criteria, and for indoctrination.

PHASE I

Phase I is a Five City Feasibility Study conducted by Co-ordinators and supporting staff designated by the Directors of the five public libraries in the Project. Each Co-ordinator will research current needs, problems, materials available, required or to be created, staff requirements, location and facility and equipment requirements. Each Co-ordinator will research, review, and determine current and ongoing or proposed neighborhood information available and information referral agencies in existence and determine the most appropriate role and action for the public library to undertake in relationship to ongoing or anticipated activities. The studies of needs in each city will be discussed and reviewed through regular meetings held on a rotational basis in each city with the chief planners, the Project Director and Assistant Project Director from the Cleveland Public Library.

Utilization of computer techniques in compiling, arranging, or making information available will be studied. Availability of current information on computers in the respective cities will be studied, in relationship to adaptability for library purpose, needs, and use.

Phase I will begin in July and continue through July, August, September, and October.

PHASE II

Phase II of the research study is the overall Planning Study conducted by the Chief Planner, The Cleveland Public Library, to develop, in co-operation with the five libraries participating, the criteria, and broad guidelines necessary for the design for the implementation of a Neighborhood Information Center in each city. The research resulting from Phase I will be utilized in developing Phase II of the Project. Phase II could indicate that needs or problems differ in different cities or that differing approaches and staffing patterns need to be developed. It is

possible one broad plan might be utilized for all five cities. However, this cannot be known until research from Phase I is completed.

Phase II will begin in September, overlapping Phase I. Phase II will continue through September, October, November, and December. Phase II will include meetings and travel to all five cities by the Chief Planners from the Cleveland Public Library. Conferences with the Co-ordinators and Directors from each Library, comprising a Task Force group will be scheduled to discuss planning, memoranda, results of research in progress, and working papers arising from research conducted in each city.

During November and December the actual Implementation Plan for each city will be developed and finalized, based on previous research results, discussion and recommendations.

At a time considered most appropriate in each city, an Advisory Council of community residents for the Implementation Plan for a Neighborhood Information Center will be formed. Discussion of size, composition, and role of the Advisory Council will be discussed during planning sessions during Phase I and Phase II. Each city, differing in community composition, may wish to take a differing attitude and position concerning its advisory Council. The responsibilities of the Advisory Council representing the community will be discussed and become part of the Overall Planning Guidelines.

PHASE III

Phase III is the actual Implementation Plan, based upon research undertaken during July-November, and finalized during December so that Implementation may occur effective January 1, 1973. Implementation will be funded in each city through June 30, 1973.

Implementation plans for each city arising from plans developed through Phase I study and finalized through the Phase II study will be developed so that a Neighborhood Information Center can be established in each city based on Criteria developed through research, discussion, and comparison during the planning meetings of the Co-ordinators and Directors from each public library.

Reports from this Project will be shared among the public libraries, state library agencies, appropriate Federal Government agencies and professional library press.

EVALUATION

Self-evaluation by the Co-ordinators and Directors will occur. Advisory Councils will be asked to assist in Evaluation. Actual

Evaluation procedures for a Project of this type should be discussed in Phase I and Phase II Planning.

EXAMPLE OF A PLAN

As an example of the type of plan which might be formulated for a Neighborhood Information Center in a branch library in each city, the following information is included in this proposal.

METHOD

The branch library, as a local, friendly, helpful neighborhood information center, should be introduced to neighborhood residents through services, programs, activities, and events of immediate assistance and value to them. Neighborhood Citizens Committees to represent the needs and opinions of the local community served could be organized and will be asked to advise and assist in planning the activities carried out by the Information Centers staff. Community Services Organizations and Agencies could be an integral part of the program by being invited to participate in Health Fairs, Citizens Fairs, and other programs which would introduce the neighborhood residents to the idea of the Information Center and the varied types of information and services it will make available to them.

PROGRAM STRUCTURE

The program could be publicized and introduced by holding Community, Health, or Citizens Fairs, or other "introductory" programs. Information of all types in free giveaway form could be gathered, or organized, arranged and explained on an individualized, personal basis. The personal approach to the person aided is the heart of this program. Information concerning City, County, Federal Programs, and all forms of community assistance for daily living--such as transportation information, medical information, drug abuse information, nutrition information, job referral information, education, job training and retraining, draft, veterans' information, consumer information, housing information, legal referral information, Model Cities status information, could be organized. Referral files for all organizations and agencies which can be utilized, will be compiled and arranged for easy use. Notebooks, files, racks, designed specifically for this program will be purchased. Telephones will be installed for the Centers. Telephone or information card referral for each individual to another specific individual in another agency will be made if the resident assisted cannot be helped within the branch library. In cases of need or urgency, the Library staff could accompany the individual to another agency in the city. Hours for the Information Centers will probably coincide with branch library hours. However, experiments with evening and Sunday hours will be made to determine the hours of greatest value and best suited to the

local residents. All existing library services will be explained. The Neighborhood Information Centers could arrange and sponsor Community Bulletin Boards. Meeting space for Community residents planning "swap" programs or "swap" ideas will be available in the libraries. Meeting space for other community planning in co-operation with the library staff or for organizations wishing to plan or hold meetings for the public in the library would be available.

PUBLIC INFORMATION PROGRAM

A logo and slogan for each city or one similar theme would be designed and printed on news releases, flyers, brochures, posters, displays, letterhead, and signs. A public information program utilizing radio, TV, newspapers, displays, speakers bureau to inform organizations of this new program would be planned to inform the community at large. This program would be planned and developed by Library specialists in co-operation with other community service agencies. As an adjunct to this Public Information Program, Annual Workshop Institutes for Community Service Organizations and Agencies would be planned by Library Staff specialists in co-operation with agency personnel from these organizations, to introduce them, not only to the Neighborhood Information Centers concept, but to explain and inform them of the total resources, services, and staff specialists available in the public library system in their city. Seminars or "briefing" sessions for community services staff could be scheduled and planned as necessary and desirable for project interpretation in the city.

STAFF

Staff would be employed for this program based on research and needs of each city. Community residents could serve as "Information Interpreters" for their own neighborhoods, translating the needs of the people for the Library, acting as a familiar contact for them, and serving as liaisons between the "institution" and the neighborhoods, Community Services' Specialists could be employed, who would have considerable affinity for human relations, desire for innovation and experimentation in new programs. The specialists and information interpreters could meet bi-weekly to exchange ideas, plans, problems, and results. A mix of differing staff patterns from the customary or "traditional" guarantees a flexibility in planning and action. Differing approaches and differing profiles from staff will enable the planners, Advisory Council and Administration of each Library to evaluate and assess the ongoing program and to benefit from "lessons learned" in future approaches to planning similar library services as in making needed changes in established branch library services.

IN-SERVICE TRAINING

In-service training would be planned, not only for new staff, but

for branch staff and other library staff who will necessarily be involved and working with the new program and for other library staff who will benefit from human relations in-service-training. The staff for the project will also attend sensitivity workshops and other human relations seminars throughout the program's existence and will also attend meetings, conferences, and institutes of value to their work and this program. Reports, both oral and written, will share experiences and knowledge gained from attendance with other library staff.

RESEARCH INTERNS

Research student interns working as a team could be invited to gather neighborhood information pertinent to this project and to prepare reports of assistance to the Project.

CONSULTANTS

Local experienced individuals with background in Community, Health, and/or Social Services could be retained from time to time to assist in planning, evaluation, and guidance.

SPECIALISTS

The Project would have the expertise and advisory and resource assistance from library staff specialists in administration, development, urban services, outreach, finance, accounting, purchasing, audio-visual, branches, public relations, exhibits, and reference specialists in each city's library system.

MATERIALS PURCHASED

Materials appropriate and necessary such as pamphlets, paperbacks, ready reference tools, magazines, newspapers, films, brochures will be evaluated and purchased. The Project will stress free giveaway information in easy to read format.

MATERIALS TO BE CREATED

When necessary or desirable, the staff in each city will plan, write, and create printed information sheets for certain subjects or needs. Where needs differ, materials will reflect that difference in language, if necessary, or in other format.

EQUIPMENT

Desks, staff chairs, comfortable chairs for library visitors, folding chairs, racks to hold information, tables, typewriters, file cabinets, films, film projectors, screens, coffee urns, coffee cups, office and art supplies, poster materials.

MATCHING FUNDS

The city libraries would provide funds for light, heat, water - all utilities - janitorial services, and administrative staff time of staff specialists, as well as providing all existing internal library services and materials.

FINANCIAL ADMINISTRATION

After approval, the budget, financial planning, purchasing, accounting and necessary financial reports for this Project will be supervised in each library and by the Chief Planner, The Cleveland Public Library, delegated to the Head of the Accounts Department.

MEASURABLE OBJECTIVES

Staff could write weekly, monthly, and annual reports describing and appraising the Project. Interim reports may be requested. Research interns could write reports of value in assessing this program. Records will be kept of those served, questions answered, referrals, number of community agencies and type of community agencies involved. The number of residents in the neighborhoods and the number using the services will be compared. Daily attendance records will be maintained.

KEY PROJECT PERSONNEL

Project Director: Walter W. Curley, Director of The Cleveland Public Library since September, 1970. Mr. Curley's experience includes Director of Information Systems, Arthur D. Little, Inc., Cambridge, Massachusetts; first Director, Suffolk Co-operative Library System; Assistant Director, Providence, Rhode Island, Public Library; a Master of Library Science degree from Simmons College, Boston, and a B.S. in Business Administration from Northeastern University.

Assistant Project Director will be Miss Dorothy Ann Turick. Miss Turick is a Special Assistant to the Director of The Cleveland Public Library. Her experience includes positions with the American Library Association, California Library Association, Cleveland Public Library, Consultant to the Cleveland Commission on Higher Education, Federal Government, and Penton Publishing Company. Miss Turick has a Master of Library Science degree from Case Western Reserve University and a B.A. from Miami University.

Mr. Curley will have responsibility as Chief Planner and overall Director of the Project. Percent of time committed will be 80% Cleveland Public Library and 20% Federal grant time.

Miss Turick will serve as Assistant Director of the Project and will devote 60% of her time to the Project.

Co-ordinators in each city will be designated by Library Directors in each city. The Director of each city library bears ultimate responsibility for the Project in his city.

Co-ordinators should have a Master of Library Science Degree and appropriate experience in public library branch work, administration, or related experience and a degree of interest in co-operating in such a research program.

Directors are as follows:

1. Carlton Rochell, Atlanta Public Library - 404-522-9363
2. Walter W. Curley, Cleveland Public Library - 216-241-1020
3. Clara Jones, Detroit Public Library - 313-321-1000
4. David Henington, Houston Public Library - 713-224-5441
5. Harold Tucker, Queens Borough Public Library - 212-739-1900

Each library has the requisite office, staff, research, resources, reference, and duplicating facilities necessary to conduct this Project.

CHAPTER II

PROCEDURES

The Cleveland Public Library, as national administrator/co-ordinator for the five city project, had administrative and co-ordinative responsibilities for the conduct and completion of the project as proposed.

The Director, Walter W. Curley, who serves as National Project Director, assigned two Cleveland Public Library staff to national positions: Dorothy Ann Turick, National Project Officer, and Mrs. Jewel Harris, National Research Officer, and retained a management consultant, Douglas Metz, Vice-President, Booz-Allen-Hamilton, Cleveland, for the first seven months of the project.

Responsibilities of the national staff were administrative, co-ordinative, research, fiscal, professional relations, and public relations.

The Consultant prepared and issued a PERT, Program Evaluation and Review Technique Chart, which served as the preliminary work plan for the project. The Chart delineated responsibilities and target dates for completion of work, and is reproduced on pages 13 and 14.

The Consultant also prepared and issued six Work Products Outlines. By completing the work products and the reports required for each one, project libraries were led through a logical foundation for implementation of the local project.

Six Work Products were:

I Description of Tentative Sites Selected

II Inventory of Existing Neighborhood Information Resources

III Description of Citizen Involvement

IV Initial Statement of Possible Library Role and Objectives in Meeting Neighborhood Information Needs

V Evaluation of Service Needs, Gaps, and Overlaps

VI Conceptual Plan for Neighborhood Information Centers

Work Products Outlines follow on pages 15 through 22.

PRELIMINARY WORK PLAN
NEIGHBORHOOD INFORMATION CENTER PROJECT

WORK TASKS	Responsibility		Month				
	CPL	Each Library	June	July	August	September	October
PROJECT START-UP							
1. Identify and exchange information on pertinent projects elsewhere	X						
2. Designate project staff		X					
· Circulate project staff roster	X						
3. Establish project accounting and financial procedures	X						
Circulate draft for comments	X						
4. Establish project reporting procedures	X						
· Circulate draft for comments	X						
5. Convene meeting to review work plan*		X					
PHASE I--Project Tasks							
1. Assess existing neighborhood information resources		X					
· Identify and describe existing services and resources		X					
- Sponsorship - Location							
- Funding Sources - Groups Served							
- Budget - Systems							
- Staffing							
· Identify gaps and overlaps		X					
· Establish Citizens Advisory Committees		X					
· Convene progress report meeting	X						
· Review assessments with Citizens Advisory Committees		X					

WORK TASKS	Responsibility: CPL	Responsibility: Each Library	Month: June	July	August	September	October
2. Identify needs for library branch neighborhood information services		X					
· Prepare statement of program, role, purpose, and objectives		X					
· Describe potential library services		X					
· Recommend priorities among services		X					
· Convene progress report meeting	X	X					
· Review proposals with Citizens Advisory Committees		X					
3. Identify neighborhood information center requirements		X					
· Research requirements for:		X					
- Organization and staffing							
- Budget							
- Location							
- Linkages with other community resources							
- Facility and equipment							
- Systems for storing, retrieving, and making information available							
Convene meeting to review reports	X						
INITIATE PHASE II--Overall Planning Study	X						

Legend:

★ Meeting of participating libraries to be held on rotational basis in each city

▲ Meetings of the libraries

▬▬ Indicates some tasks may be ongoing in nature or involve start-up activities

I. DESCRIPTION OF TENTATIVE SITE(S) SELECTED

1. Location

2. Description of Neighborhood

   - Physical Characteristics
   - Social-economic Characteristics

3. Neighborhood Branch Library Characteristics

   - Physical Resources (size, age)
   - Staff Resources (organization; numbers and types of staff)

4. Rationale for Selecting Site(s)

II. INVENTORY OF EXISTING NEIGHBORHOOD INFORMATION RESOURCES

1. Procedures Followed in Conducting Inventory

   A. Description of Procedures Used
   B. Evaluation of Procedures and Improvement Suggestions

2. Overall Summary of Findings on Existing Resources

   A. Types of Neighborhood Information Services Offered in the Community

      - Numbers of Organizations Involved
      - Types and Categories of Information Provided
      - Levels of Service

        - Information only
        - Information and referral
        - Information, referral, and advocacy

   B. Location of Services

   C. Groups Served

      - Numbers
      - Characteristics
      - Location

   D. Sponsorship and Organization of Services

      - Linkages with other organizations.

   E. Financing of Services

   F. Systems and Equipment Used in Delivery Services

   G. Basic Strengths and Weaknesses in Existing Services and Resources

3. Backup Descriptions of Individual Programs (using a consistent format for each write-up such as that set out below)

Name of Organization: _____
Address and Telephone Number: _____
Name and Title of Staff Director: _____

1. Description of Service Provided

   - Types and categories of information provided
   - Levels of service, e.g.,
     - Information only
     - Information and referral
     - Information, referral, and advocacy

2. Description of Physical Locations Used in Delivery Services

3. Clientele Characteristics

   - Intended to be served
     - Characteristics
     - Locations (where they live)
   - Actually being served
     - Characteristics
     - Locations (where they live)
   - Policies governing access and availability of services (including fee structure, if any)

4. Description of Sponsorship, Organization, and Staffing

   - Organization chart, if available
   - Numbers and types of staff
     - Part-time paid
     - Full-time paid
     - Volunteer

5. Description of Financing

   - Sources of funding

- Amounts (total for current fiscal year and prior year, if available)
- Cost of service (per person and/or unit of service)

6. Description of Information Systems Used

- Systems for acquiring, storing, retrieving, and disseminating information
- Equipment used

7. Preliminary Appraisal of Service

- Strengths
- Weaknesses
- Future plans

III. DESCRIPTION OF CITIZEN INVOLVEMENT

1. Names of Advisory Committee Members

2. Method of Selecting Committee Members

3. Roles and Responsibilities of Advisory Committee in the Project

IV. INITIAL STATEMENT OF PROPOSED LIBRARY ROLE AND OBJECTIVES IN MEETING NEIGHBORHOOD INFORMATION NEEDS*

1. Proposed Library Role in Community in Providing Neighborhood Information Services

2. Proposed Service Objectives for the Library

* To be subsequently refined after the needs assessment task is completed (Work Product V).

V. EVALUATION OF SERVICE NEEDS, GAPS, AND OVERLAPS

1. Evaluation of Gaps and Overlaps in Existing Services Offered by the Library and Other Community Organizations (this section would contain the results of an analysis of Work Product II)

   - Service Gaps
   - Service Overlaps

2. Description of Information Needs with Reference to Site(s) Selected by Library

   A. Procedures Used to Determine Needs
   B. Results of Needs Assessment
   C. Suggestions for Improved Procedures

3. Recommended Priorities for Neighborhood Information Services

VI. CONCEPTUAL PLAN FOR NEIGHBORHOOD INFORMATION CENTER(S)
(Revised September 28, 1972)

1. Summary of overall community needs and priorities for neighborhood-based information services

2. Proposed library role and objectives in providing neighborhood-based community information services

3. Description of proposed library-sponsored services

   - Type of information to be provided and level of service proposed
   - Groups intended to be served
   - Location of services
   - Policies regarding availability and access to service
   - Linkages with and services to other organizations in the community

4. Organization and staffing requirements

   - Organization chart
   - Role of branch library and central library
   - Staffing
     - Numbers
     - Types
   - Plan for citizen involvement in implementation and evaluation

5. Proposed systems and methods for providing services

   - Files and file structure
   - Communications
   - Linkages with other community organizations

6. Orientation and training requirements

7. Facility and equipment requirements

8. Community Relations plan

9. Evaluation plan

10. Time and cost requirements

    - Time requirements--in the form of work plan for implementation
    - Preliminary budget estimate

ADMINISTRATION OF THE PROJECT

A continuous flow of letters, memoranda, reports, and telephone calls from the National staff to project library Directors and Co-ordinators and from project library Directors and Co-ordinators existed throughout the project.

The grant to the Cleveland Public Library was shared in regular financial allocations by check, to each library, consistent with the internal needs and fiscal procedures of that library. Each library maintained its own accounting records.

Nine project meetings were scheduled for progress reports, talks, by resource persons, exchange of ideas and information, and discussion of problems.

Research consisted of six site visits in 1972 to existing projects in six cities. Reports on each site visit were disseminated and discussed during meetings. A continuous flow of articles, reports, bibliographic citations, and material of interest and value to the project libraries was researched, duplicated, and mailed regularly in numbered research reports for local use, adaptation and/or modification, or general background information.

Project libraries were required to send Work Products reports to the National Office in Cleveland, to submit progress reports at specified three month intervals, to submit an Interim Report based on the Phase I feasibility study and to complete an Annual Report as of June 30, 1973, for submission to the National Project Office prior to submission to the Bureau of Libraries and Learning Resources.

PROJECT MEETINGS

Prior to the outset of the project, Walter W. Curley and Henry Drennan discussed the necessity of project meetings on a regular basis as an important component of overall project administration. Nine meetings in nine cities were scheduled and the group met informally in a tenth meeting prior to the program presented for the ALA/Las Vegas Conference.

A Summary of the Project Meetings held follows.

May 19, 1972 - Cleveland Public Library - Director's Office.

To enable project staff to meet, exchange ideas, to review the project and receive PERT (Program Evaluation and Review Technique) Chart. Henry Drennan and Mrs. Patricia Smith representing Associate Commissioner, Burton Lamkin attended.

June 25, 1972 - Palmer House, Chicago, Illinois

To discuss the project, and to receive copies of the Work Products Outlines. Project Staff met with Associate Commissioner, Burton Lamkin and other Bureau staff.

August 18, 1972 - Atlanta Americana Motor Hotel, Atlanta, Georgia

Review of Work Products, PERT Chart, research, and progress to date.

The Regional Library Services Program Officer from Atlanta and the Assistant Director, National Reading Centers, Washington, D. C. attended as observers as well as project and selected Atlanta Public Library staff.

September 28-29, 1972 - Queens Borough Public Library, Jamaica, New York

Respresentatives of Brooklyn, New York, and Queens Public Libraries, the New York State Library, the Regional Library Services Program Officer, Editors from Library Journal and Wilson Library Bulletin, and a Doctoral candidate, met with Project Staff and Bureau of Libraries and Learning Resources staff. The Executive Director of Administration and Management Research Association, city of New York, working on a proposal for a similar project, addressed the group as an invited resource speaker.

November 2-3, 1972 - New Orleans Public Library, New Orleans, Louisiana

Project staff reported on plans for the project, heard presentations from resource speakers, exchanged ideas. A program by a project staff panel was presented to a standing room only audience of 300 for The SELA - SWLA Conference on November 2, 1972 at 4:15 p.m. in the Jung Hotel.

Resource speakers were Dr. Nicholas Long, Director, Information and Referral Project, Interstudy, Minneapolis, Minnesota; Mrs. Mary Gonzalez, Director, Community Information Centers Project, Kansas State Library, Topeka, Kansas; Mrs. Allie Beth Martin, Director, Tulsa City-County Public Library System.

Guests included Willis Atwell, Assistant Commissioner, Administration on Aging; Miss Jessie S. Gertman, Administration on Aging; Miss Virginia Mathews, National Library Week; Mrs. Grace Stevenson, Tucson, Arizona, (retired Deputy Executive Director, American Library Association); Kenneth Brown, Asheville Public Library, North Carolina; Brian Beattie, Kansas State Library; Shirley Havens, Associate Editor, Library Journal; selected New Orleans Public Library staff, and several observers.

January 30, 1973 - Martin Luther King Memorial Public Library, Washington, D. C.

Project Staff met to discuss implementation plans and to review status of the project and project continuation with Henry Drennan, Federal Project Officer.

March 1-2, 1973 - Miami, Florida
March 1, 1973 - Dade County Courthouse

Meetings with the Director and Staff Directors of the Citizen's Information and Service Program of Dade County, Florida, and site visits to Dade CIS centers.

Project Staff, Florida State Librarian, Director and Deputy Director of the Miami Public Library, Director of the Community Information Centers Project, Kansas State Library, and Consultant for Evaluation attended. The Director and Directors for Training, Computers, Transportation spoke, and provided reports for study.

March 2, 1973 - Dupont Plaza Hotel, Stanhope Meeting Room, Miami Florida

Project Staff and observers met to discuss project status, and evaluation plans.

May 3-4, 1973 - Houston Public Library, Houston, Texas

Project staff and a Consultant assisting with Evaluation, visited two NIC sites in two Houston Public Library branches, held informal meetings in the branches, met in Houston Public Library May 4 for a project review meeting, discussion of Annual Reports Evaluation, and future plans. A representative of the Community Welfare Planning Association, and selected Houston Public Library staff met with the group May 4.

June 26, 1973 - Caesar's Palace Hotel, Colosseum Central Room, Las Vegas, Nevada

Project staff met informally prior to presenting a panel program to an overflow audience of 400 during a 2:00-4:00 p.m. ALA Conference program.

PROFESSIONAL RELATIONS

Professional relations were maintained continuously through correspondence, telephone contacts, provision of information, meetings with visitors, talks or programs for conferences at local, regional, state, and national levels, and issuance of publications.

Liaison was maintained with national organizations, state librarians, Bureau of Libraries and Learning Resources, Regional

Library Services Program Officers, various Consultants, and major public libraries.

Liaison contacts included, but were not limited to:

Administration on Aging; Adult Continuing Education Center, Montclair State College, Upper Montclair, New Jersey; American Library Association; American Libraries; Bureau of Libraries and Learning Resources; Brooklyn Public Library; Case Western Reserve University, Graduate School of Library Science; Center for the Study of Information and Education, Syracuse University; Citizens Information and Service Program, Dade County, Florida; Community Information Services, Federation for Community Planning, Cleveland; Connecticut State Library; Consumers Association of Canada; Council on Library Resources; Council on Planning Librarians; District of Columbia Public Library, Community Information and Referral Service; Drexel University, Graduate School of Library Science; Enoch Pratt Free Library, Baltimore Maryland, Public Information Center (PIC); Foundation Center; Greenwich Public Library, Connecticut, "Community Answers" Service; Information Industry Association; Interstudy, Minneapolis; Kansas Community Information Center Project; Library Journal; Library Research Project, Institute for Research on Human Resources, The Pennsylvania State University; London Public Library, Ontario, Canada, Crouch Neighborhood Resource Center; Marquette University, Urban Affairs Program; Monroe County Library System, Urban Information Center Project, Rochester, New York; National Alliance of Information and Referral Services, Phoenix; National Book Committee; National Conference on Social Welfare; National Library Week Program; Northern Interrelated Library System, Pawtucket, Rhode Island; Ontario Institute for Studies in Education, Toronto; Peninsula Library System, Inventory of Community Resources, San Mateo, California; Philadelphia Free Library; Philadelphia Student Library Resource Requirements Project; Prince George's County Memorial Library, Maryland; Reading is Fundamental; Rockford Public Library, Rockford, Illinois; United Way of America, Alexandria, Virginia; University of Toledo, Department of Library and Information Services, Information Specialist Program; Urban Information Systems Reports; Wake County Public Library, Raleigh, North Carolina; Western Governmental Research Association; Wilson Library Bulletin.

Visitors

Visitors to the National Office included, but were not limited to, the following individuals.

July 14, 1972 - Jane Moore, Brooklyn College Library, Doctoral Candidate, Case Western Reserve Library School

July 18, 1972 - Phyllis Isaacs, Case Western Reserve University student

July 26, 1972 - Jay Seaton, Ohio Public Interest Action Group, Cleveland

October 16, 1972 - Margaret Monroe, University of Wisconsin Library School

November 10, 1972 - Dr. Thomas Childers, Dr. Guy Garrison, Drexel University, Philadelphia, Pennsylvania

January 25, 1973 - Mrs. Sylvia Faibisoff, Center for the Study of Information and Education, Syracuse University

March 30, 1973 - Dr. Herbert Goldhor, Dean, University of Illinois Graduate Library School

April 25, 1973 - Florence Tucker, Detroit Public Library

April 27, 1973 - Paula Murray, Rosary College student

May 10, 1973 - Dr. Miles Martin, Dr. Douglas Zweizig, Dr. Terry Crowley, Chairman and faculty, University of Toledo Library School

May 11, 1973 - Dr. Lawrence Sherrill, Dean, Mrs. Mary Tuttle, University of Wisconsin-at-Milwaukee Library School

May 21, 1973 - Mrs. Shirley Mills, Raleigh County Public Library, West Virginia

June 13, 1973 - Dr. Terry Crowley, University of Toledo Library School and students

Public Relations

The national public relations program encompassed programs and forums at state, regional, and national meetings, issuance of information sheets, news releases, reports, response to questionnaires, free publications, response to inquiries by mail, telephone or personal visits, a mailing to Deans of accredited library schools, personal contact with Editors, and contact with National organizations, Directors, and Co-ordinators.

Publications

October, 1972 - Project Folder briefly describing the project, includes

a bibliography of fifteen citations representing "Relevant Reading" and lists Project Directors and Co-ordinators. 5,800 copies.

November, 1972 - Program for the Forum held at the Southeastern-Southwestern Library Association Joint Conference in New Orleans, included in every conference packet; 4,000 copies.

December, 1972 - Houston Public Library, Phase I Report, 62 pages, 35 copies.

January, 1973 - Detroit Public Library, Phase I Report, 55 pages, 35 copies.

February, 1973 - Atlanta Public Library, Phase I Report, 38 pages, 35 copies.

March, 1973 - Cleveland Public Library, Phase I Report, 83 pages, 300 copies.

March, 1973 - Queens Borough Public Library, Phase I Report, 59 pages, 35 copies.

June, 1973 - RQ, official membership publication of the Reference and Adult Services Division, American Library Association, special issue featuring section on The Neighborhood Information Center; fourteen articles; international circulation; 8,529 copies.

June, 1973 - RQ reprints published; 3,000 copies.

June, 1973 - The Open Shelf, quarterly, Cleveland Public Library publication; special issue featuring The Neighborhood Information Centers Project; 8,000 copies.

FORUMS

Project Directors and/or Co-ordinators presented panel programs at the Southeastern-Southwestern Library Association Joint Regional Conference on November 2, 1973, (400 attended), and at the American Library Association Annual Conference in Las Vegas on June 26, 1973 (300 attended).

Project staff participated in the statewide forum held by the Connecticut State Library in Greenwich, Connecticut, April 4, 1973, (125 attended), spoke to the Massachusetts Library Association Annual Conference, May 17, 1973, (100 attended), addressed the National Alliance of Information and Referral Services on May 29, 1973 in Atlanta City (100 attended).

Seminars and/or talks were presented to local, state, and regional association or groups by project staff members in their "home" state or regions.

CONSULTANTS

June, 1972 - January, 1973 - Douglas Metz, a Vice-President of Booz-Allen-Hamilton, Cleveland, retained to provide management consulting services to the National Project.

Other consultants whose experience, research, or expertise was of value to the national project were retained on a one day basis.

These consultants were:

September 22, 1972 - Dr. Carol Kronus, Sociology Department, University of Illinois

September 22, 1972 - Mrs. Linda Crowe, faculty member, Rosary College, School of Library Science

February 21, 1973 - Ms. Carolyn Forsman, Pittsburgh, Librarian and Researcher, Doctoral Candidate, University of Maryland

February-June, 1973 - Dr. William Foley, David W. Taylor, David D. Thomson, Evaluation Center, The Ohio State University, Columbus, Ohio - Consultants for Evaluation

RESEARCH

Research efforts included identification, study, and provision of over 200 copies of, or citations for, articles, books, manuals, pamphlets, reports, films, memoranda; inquiry and investigation of existing information and referral centers in the United States, England, and Canada; recommendations concerning planning and implementation decisions based on research; and site visits to six information and referral centers in six cities.

Research visits were:

June 12-14, 1972 - Philadelphia - Model Cities Community Information Center

August 3, 1972 - Baltimore - Public Information Center, Enoch Pratt Free Public Library

August 11, 1972 - East Cleveland - East Cleveland Community Service Center

August 11, 1972 - Cleveland - Community Information Service, Federation for Community Planning

September 19, 1972 - Washington, D. C. - Trinidad Area Model Cities Information Center

November 13-14, 1972 - Miami, Florida, Dade County - Citizens' Information and Service Program

Evaluation

Evaluation procedures for the national project were the responsibility of the National Project.

Consultants from the Evaluation Center, Ohio State University, Columbus, Ohio, were retained on an individual, personal basis to provide an interim evaluation overview report based on study of documented reports and site visits to each project library. Dr. William Foley was retained as chief consultant for evaluation and, he in turn, retained David W. Taylor and David D. Thomson to assist him. The consultants completed an evaluation report and submitted it for study.

The Evaluation Center of Ohio State University was closed June 30, 1973. Despite personal and professional pressures during a difficult period, the consultants completed their report, which appears as Chapter III.

CHAPTER III

INTERIM EVALUATION

BY

DR. WILLIAM H. FOLEY, DAVID W. TAYLOR, DAVID D. THOMSON

INTRODUCTION AND BACKGROUND

In March 1972, the Cleveland Public Library submitted a proposal to the Bureau of Libraries and Learning Resources entitled "A Proposal to Research and Design Criteria for the Implementation and Establishment of A Neighborhood Information Center in Five Public Libraries in Five Cities: Atlanta, Cleveland, Detroit, Houston, Queens Borough." The objective of the proposed activities was to demonstrate to neighborhood residents and to the public-at-large that the urban public library can, by means of the neighborhood information center, effectively respond to the urgent and critical information needs of those citizens who have traditionally not used the services of the public library. While the proposed services would be available to all requesting them, they would be targeted on the special needs of the disadvantaged, the aged, and the non-literate.

The proposal was approved and funds provided for the period July 1, 1972 - June 30, 1973. Additional resources were made available this year to extend the project through April 30, 1974. The Project was designed to operate in three phases. Phase I was devoted to preliminary research and planning in each of the five cities. Originally scheduled for July-October 1972, it was extended to the end of that year. During Phase II, which was funded for the period of September - December 1972, the broad criteria and guidelines were developed by the Cleveland Public Library in collaboration with the four other libraries. The responsibility for overall coordination of the project, assigned to Cleveland, will continue throughout the study. Phase III, the implementation of NIC services, originally scheduled to start in the five cities in January, 1973, began in January in Detroit and Atlanta, in January and February in Cleveland, and in February in Houston and Queens.

EVALUATION ACTIVITIES

During February 1973, agreements were reached with Dr. William H. Foley of the Evaluation Center at The Ohio State University to provide, with the assistance of additional staff, evaluation services

for the Neighborhood Information Centers Project. While each of the five libraries was encouraged to arrange locally for evaluation services which would analyze their individual operations in depth, it was decided that an overall appraisal of the NIC project should be conducted and that an interim evaluation report should be prepared for July 1973 which would provide a mid-project critique and allow for possible corrections and adjustments in NIC operations. It was agreed that, aside from Dr. Foley's attendance at meetings of the Project Directors, the evaluation staff would conduct a round of one-day inspection trips to project sites in each of the five cities. At the conclusion of this round, an assessment would be made of what additional evaluative services would be required. However, as a result of schedule conflicts and other delays, the initial round of visits could not be completed until well into July, 1973.

The evaluation team conducted interviews and site inspections as follows: William Foley met with the National Project Officer in Cleveland on February 19th, with the Project Officer and Cleveland NIC staff on June 15th, and attended the Miami meeting of library directors and project coordinators on March 1-2. Dr. Foley inspected the Neighborhood Information Center sites in Queens on April 20th. David Thomson met with project coordinators and visited the Houston NIC services on May 3, 1972. David Taylor visited NIC operations in Detroit on June 12; Atlanta on July 13; and Cleveland on July 20. With slight variation the inspection trips consisted of interviews with library directors and project coordinators; an examination of centralized files and services; trips to the branch libraries housing NIC services; a brief examination of NIC materials and records; and discussions with branch and NIC staff.

While this single round of inspection trips is inadequate for a definitive assessment of the project to date, we believe that a delay in the interim evaluation is unwarranted. Despite the absence of empirical data on the quality of the services being rendered, we feel that an evaluation commentary at this time is essential--even though such evaluation must, of necessity be "impressionistic." A number of interim progress reports have been issued by each of the libraries as well as the National Project Officer. These reports combined with the impressions of the evaluation team based on visits and numerous phone discussions provide the basis for the following overview.

NEIGHBORHOOD INFORMATION CENTER SERVICES

In this section we will not attempt a comprehensive report on Neighborhood Information Center progress to date. This detail has been and continues to be documented in interim reports issued by each of the libraries and by the National Project Director. Here, we will cover some of the significant NIC developments. These comments are intended to provide background for the comments and

recommendations we make in the final section of this interim report.

ATLANTA PUBLIC LIBRARY

Two primary Neighborhood Information Centers are in operation. The South Branch is in the heart of a Model Cities Area in the southern part of the city. The Branch operates in tandem with four satellite store-front libraries in the area. The Kirkwood Branch is located in eastern Atlanta. Activities conducted at the Central Library support NIC branch services.

Three-way telephone adaptors have been installed in the two branches and four store-front libraries.

Some dozen students from the Atlanta University Library School assisted in the expansion of NIC agency files beyond the base data transferred from the Community Council of the Atlanta Area. The transfer of files signaled the resolution of difficulties with the Community Council which had caused delays during the planning phase.

The NIC public service staff have a social service background and are not librarians.

A considerable number of brochures describing city and community services and programs have been gathered by staff and are made available free to the public at NIC locations.

The administration of the Atlanta Public Library has attempted to merge NIC activities into a broad pattern of service which is in keeping with the NIC orientation. The provision of voter registration and notary public services are illustrative of this commitment. However, these attempts have resulted in delays in NIC service implementation. For example, activation of the Human Resource Center at the Central Library was made dependent upon the authorization of full-time positions by the city--assuring continuation of staff for NIC beyond the ending of federal support. While approval for the positions was received in the beginning of August, the delay had postponed the installation of improved telephone service at Central which, when complete, circa September 1, will provide a central information and referral service for all of Atlanta. Of course, publicity for the service, now imminent, has also had to be delayed.

Data for the period February - May indicate that 144 NIC requests had been received. Month-to-month fluctuations during this period were up and down with no discernible pattern of increase in usage. We are informed that the data for June and July also reveal no trend of increased volume. We expect, based on Detroit's experience that the presence of a central telephone service combined with a vigorous publicity campaign--which is now being finalized-- will result in an abrupt increase in service demand.

CLEVELAND PUBLIC LIBRARY

The Jefferson and Langston Hughes branches of the Cleveland Public Library house the NIC services in Cleveland. The Tremont area which surrounds the Jefferson Branch is populated with many ethnic groups including Ukranian (probably the largest), Polish, Greek, Russian, and German. Some Puerto Ricans and Appalachians have moved in recent years. It is a lower income area of small homes and stores. The population in the Langston Hughes Branch area is more than 90% Black. The homes and multiple dwellings in the area are old and have undergone considerable deterioration. Most of the residents are renters. The Branch is near a main intersection with several small stores and bus stops.

As a result of agreements reached in December 1972, the Neighborhood Information Center first located at the Woodland Branch in the Model Cities area, was, in February 1973, transferred to the Langston Hughes Branch allowing the Community Information Services to occupy Woodland.* (An arrangement not completed--to date). These arrangements were indicative of efforts to cooperate with CIS in the joint planning of information and referral services.

The Agency Resource Card File contains in excess of 300 descriptive 5" x 8" file cards originally based on files provided by the East Cleveland Center for Human Services and continuously updated and expanded by NIC staff.

Publicity has included TV and radio spot announcements, newspaper coverage both city-wide and in the neighborhoods as well as the distribution of more than 500 posters and some 2,500 flyers.

Through July, NIC requests totaled 1,509 with about 55% concerned with employment. Food and nutrition was the second largest category. Over 70% of requests for job information have been satisfactorily handled according to follow-up data. Approximately 90% of the requests for other than employment information have been satisfactorily completed to the client's satisfaction.

DETROIT PUBLIC LIBRARY

Neighborhood Information Center services were first provided by the Lothrop Branch in November 1972. Lincoln Branch services started in late January 1973. NIC services were also instituted at Bowen Branch and at Main Library during the first weeks of June. By the end of that month NIC files had been distributed to all branches and all branches were providing services.

From January through May, 323 requests for information had been received. Beginning June 1, a large-scale publicity campaign was

launched. TV and radio spots were broadcast and billboards, bus cards, posters, brochures, leaflets, city-wide and community newspapers carried publicity describing NIC services. The installation of several phone lines along with off-hour telephone message recording equipment allowed the advertisements, in the mass media, to announce one phone number to be called by anyone in the Detroit area. During June, telephone and walk-in requests at the Main Library NIC desk totaled 1,200. During July, after curtailment of much, but not all of the publicity, requests climbed to 2,300. During that period the 30 branches were averaging between 50-70 requests per month. Thus, over 4,000 NIC requests were received in July alone. This increase was accompanied by marked gains in book and other materials circulation throughout the system.

The branch librarians reported that a great number of the June and July library patrons appeared to be previous non-users.

During the planning phase a slogan and logo for the NIC service were selected: The Detroit Public Library, The Information Place, (TIP). The information and referral service at DPL is called the TIP Service, and the slogan "We can help you" is utilized.

Detroit has used the services of a professor of the School of Social Work of Wayne State University and a community organizations specialist to advise and train staff, almost all of whom are librarians. An orientation session was held in November, 1972 to acquaint staff members of the Library with the NIC (TIP) personnel and services.

An effort is made by Detroit TIP staff to contact each requester in order to determine whether the person's problem has been alleviated by the information provided or by the referral given. The staff reports that generally patrons have been satisfied with TIP services and that the patrons are usually delighted by the follow-up concern demonstrated by the library staff.

The initial uneasiness and/or opposition to TIP services, reported as not infrequently held by librarians during the early phase of operations, is now reported to have been largely dissipated.

HOUSTON PUBLIC LIBRARY

Two branch libraries house Neighborhood Information Services in Houston. The Carnegie Branch in the Northside community serves a low-income area predominantly Mexican-American. The Kashmere Gardens Branch serves the community of the same name. Residents in this area are predominantly low-income Blacks.

Implementation of the NIC project began February 1, 1973, after

completion of the orientation and training program carried out under the auspices of the Community Welfare Planning Association, a program which included on-the-job instruction and additional training provided by the staffs of the central and branch libraries.

In July, a central telephone service was established for night messages which are recorded by dictaphone.

Publicity has consisted of a few newspaper notices, radio spots, posters, flyers and involvement in community-wide activities.

In the summer of 1973, two NIC staff members resigned and were replaced. Shortly thereafter, one of the replacements left. As of August 1, the position was still open.

For the period February - May, 1973, the total number of inquiries received from both branches (combined total) was 471. As of August 1, 1973, the combined total was 652.

Top high-use subject areas, from the initial period of implementation to date, have been Employment/Job training and Food/Food Stamps. Medical/Dental, Legal Aid, and Welfare have been the next highest categories. Legal aid inquiries have increased markedly from May - August, 1973.

Telephone inquiries have consistently exceeded walk-in requests. In the period February - May, 1973, records show 365 telephone requests and 61 walk-ins.

QUEENS BOROUGH PUBLIC LIBRARY

Neighborhood Information Center services are provided in two branch libraries. The east Elmhurst Branch is primarily a lower middle-class residential community with about the same number of black families as white. The South Jamaica Branch community is a low-income area. Over 90% of the area's residents are Black.

Six information aides, all residing in the local community provide the NIC services in each of the two branches.

The NIC files are an up-dating of and expansion of IRMA--the New York City Information and Referral Manual--a 3,000-entry file with detailed key-word index.

Queens experienced severe delays during the planning phase and was the last of the libraries to initiate service.

Very little publicity was generated for the NIC project until this summer when new posters and flyers were prepared and additional

radio spots were aired. Additional publicity efforts have included the manning of information desks at area fairs. A Senior Citizen's Fair will be sponsored by NIC during August.

During February - June 30, 1973, 439 requests have been received by NIC information aides. The current usage is reported to be continuing at about the same rate, with the East Elmhurst volume some six times greater than that of South Jamaica.

The reported high-use information subject areas are: (1) Jobs/ Job Training, (2) Food/Food Stamps, and (3) Medical information, particularly as relating to geriatric problems. Housing and Transportation have also been reported as high request-subjects.

All of the library staff supporting the work of the sides do so in addition to their full-time work loads.

No NIC telephone or walk-in services are provided by the Central Library.

COMMENTS, CONCLUSIONS, RECOMMENDATIONS

I. THE QUESTION OF PRIVACY

The evaluation staff found that in general NIC information aides did not have access to private quarters in which to interview patrons. The desirability of such an isolated area was confirmed by NIC personnel at the Jefferson Branch in Cleveland where such space is provided. While a reception desk in public view and convenient to all branch users is obviously desirable, we feel that more private space should also be available for those instances where patrons would be otherwise inhibited. Added partitioning, as at Jefferson, need not be required. A library work room or the branch librarian's office would provide sufficient seclusion. We are not unaware however, that such space is either regularly used or deemed to be desirable.

II. PROJECT STAFF

In all libraries the NIC branch personnel appeared to be both committed to the project and enthusiastic about their work. Communication between the administration and NIC staff appeared to be generally adequate. In a few cases, however, we received the impression that contacts "from above" were rare and that NIC branch staff were left to fend for themselves. The impression we were left with was that in these cases there was too much distance within the bureaucratic structure between NIC staff and their immediate supervisor who tended to be isolated by a busy schedule and the press of other responsibilities. As the project continues, it should be possible for authority to be delegated to middle-level supervisors who would have more time to oversee day-to-day operations.

At Atlanta, Cleveland, Houston, and Queens, NIC staff working with the public are of a predominantly social service background, are members of minority groups, and reside within the service area. While their employment is certainly desirable, we believe that the exclusion of librarians from the project (many of the librarians are also from minority groups) poses an obstacle to smooth librarian and NIC staff cooperation.

In each of the above libraries, the evaluation staff became aware of the existence of tensions between librarians and NIC employees. Many of the librarians, we were told, perceived the NIC staff as a threat of some kind. These librarians apparently feel that the information services provided by NIC staff are not different in kind from those traditionally provided by the librarian and hence, the implication seemed to be, that a "separate" staff

was unnecessary. While these feelings are predictable, and if merely moderate--we are not in a position to know--they may not be detrimental to the success of the project. However, we also believe that in these libraries, insufficient care was taken to orient all of the staff to the NIC project. We recommend that in each of these libraries a series of orientation experiences be planned immediately and instituted as soon as possible. Even where administrators are convinced that they do not have a problem, exposure of the NIC concept and especially the NIC personnel to the library staff should be beneficial. Such activities would not only provide an opportunity to restate the administration's commitment to the project but would, if NIC personnel were present, provide an opportunity for social interchange and help allay tensions.

We believe, also, that the absence of professional librarians from front-line NIC services may endanger the continuance of NIC services beyond the period of federal funding. As we all know, municipal public administrators are under severe and continuing budgetary pressures. This, combined with the mounting need to justify all public services, places new, "innovative" projects in a vulnerable position. We feel that public officials, including library board members, will tend to see library programs serviced by non-librarians as ancillary, perhaps extraneous program. Such programs, including NIC services in these four cities, may thus fall prey to the budget axe. If the library profession were more interdisciplinary in its operations and the public image of the profession had shifted in keeping with these changes, we would not be faced with such a problem. We also wonder whether librarians at the middle level of management are sufficiently aware of the nature and thrust of NIC services to be able to serve as a support for continuance of NIC.

We recommend, in addition to improving communications between librarians and NIC staff, that librarians be assigned NIC service responsibilities in which they function not as superiors but rather as equal partners with the non-professional staff. In those libraries where the administrative staff is committed to inculcating the NIC service elements and ethos into the total library system, the utilization of librarians in NIC operations now would provide an important preparatory step.

III. PUBLICITY AND IMAGE

In Atlanta, Cleveland, and Queens the Neighborhood Information Center services are provided at branches only with some support services rendered at the central library, but no direct public services are provided there. At Atlanta, as we have stated, direct central services are imminent. We are unaware of plans formulated in the other libraries to offer central telephone or other services.

We believe that the provision of direct central services--if only by telephone--to be an essential element in NIC success. We base this contention on the characteristics of free public-interest advertising. Publishers and broadcasters are reluctant to provide free space on a continuing basis unless the majority of their audience has access to the services described. As long as the project clientele is limited to a few thousand persons surrounding the branch libraries, access to the mass media on a continuing basis will not be possible and the prestige and authenticity of public service advertisement in the mass media will be forfeited. For those libraries concerned with redefining their public image, this significant opportunity will also be lost.

While the five libraries have all generated NIC community publicity, we feel that not all have utilized the indigenous characteristics of their communities in developing the graphic and library components of good clientele-targeted publicity. Again, the library has an opportunity to develop that "image" of greater relevancy which we see implicit in NIC services. A well-planned, appropriate, slick-free ad campaign can contribute to this. It may be that such professionalism cannot be generated from within the library. We strongly recommend, in these cases, that the library utilize outside assistance, even if to do so would require supplementing NIC monies with general library funds.

We cannot emphasize too firmly the need for extensive advertising. Detroit believes that the prodigious leap in NIC requests was directly related to the large-scale publicity campaign of June.

IV. CURRENT STATUS AND FUTURE PROSPECTS

An attempt now to assess the degree to which each of the individual cities and the group as a whole have met the project objectives is fraught with difficulty. First, the project has not been in operation long enough to provide a fair test of NIC capability. Second, very little hard data is available and that which is can be interpreted as merely indicative not definitive. Since Detroit's total requests now exceed all others in combination, we might say that this indicates relatively great "success." However, without data on the degree of satisfaction obtained by NIC users and without information on the differential needs of residents in the five cities even this relative statement is dangerous.

A more interesting problem provides still more difficulties. There are differences among the libraries in their abilities and willingness to commit resources to the project. While all of the libraries have invested local monies in NIC at least equal to the amount of federal support funds received, ther are wide differences. Detroit's commitment to serving the poor and disadvantaged has,

over the last few years, been such as to reshape organizational and operational patterns in pursuit of these objectives--and much of this was done prior to NIC funding. Indeed NIC concepts are so much in keeping with its philosophy of service that sorting-out NIC from non-NIC services in Detroit is becoming increasingly difficult.

Other libraries, have taken a no-less legitimate posture in treating the NIC project as a research/experimental effort which if demonstrably successful, may provide the rationale and model for total system NIC expansion. We would note here, however, that this controlled, step-by-step approach must assure sufficient support of NIC services to provide a fair test of NIC potential. Implicit in this statement is our belief that the level of NIC federal funding is at best marginal.

At whatever point on this resource commitment continuum a library has placed itself, the measurement of project success will be difficult. Certainly raw data on total requests will be sufficient. We have no touchstone, no yardstick with which to compare such quantities. When, at the conclusion of the project an analysis is conducted we would hope that random sample data drawn from the cities' populations will not only elicit the volume and kind of use but will also attempt a measure of need satisfaction and problem resolution. Such data would definitely be preferable to the more prevalent "testimonials" which have come into much disfavor in Washington.

The evaluation team finds the Neighborhood Information Centers project to be an exciting venture which has the potential for revitalizing and redirecting the thrust of municipal public library services. Our impression to date is that considerable progress has been made in that direction.

CHAPTER IV

RESULTS

National attention has focused on the project and the five libraries participating in and implementing the project.

By serving as national administrator/co-ordinator, and as a national catalyst, and offering a national administrative office center for information, The Cleveland Public Library, has directed attention to the need for research and operational information concerning the design and development of neighborhood information centers in public libraries.

During one month, January, 1973, requests for information from libraries and librarians, library schools, and individuals reached 200. Information on community information centers operational in other public libraries and other community service organizations has been researched and filed. Available information has been disseminated to inquirers, to the profession-at-large through publications and conferences, and to the Bureau of Libraries and Learning Resources for such dissemination to Federal agencies as may be considered pertinent and appropriate.

Ten neighborhood information centers, funded by the project are operational, until April 30, 1974. Detroit Public Library extended this service to all branches in June, 1973 and administers a central administrative clearinghouse and a central public operation in the Main Library, a commitment far beyond the grant funding and one which will continue after the grant ends.

Each library will determine the future of its project, either maintain it as such, assimilate it into branch operations, extend it systemwide, or partially; or, should it be necessary, terminate the project.

Curriculum development among library schools will reflect and has reflected in several schools, the concepts of neighborhood information centers.

The need for manuals and sharing of operational expertise is known to the Project and to United Way of America, Alexandria, Virginia, which has published Standards, and is planning a manual and a national seminar on "How to Operate a Neighborhood Information Center," for December, 1973.

Administrators have had the concept called to their attention by publications, conferences, and personal communication. Study and/or operations are underway in many public library systems and other

systems may emulate the project in the future.

Experience to date indicates strong need for in-service training methods and seminars, necessity of retaining consultants from other disciplines to improve library services to the public, closer communication and co-operation with local community organizations, both public and private, and need for improved public and community relations.

The principles of administration, communication, and staffing patterns experienced are applicable to other projects and day-to-day administration in all types of public libraries.

The overriding result of the project is quite simple: It accomplished exactly what the proposal of March 21, 1972 stated.

CHAPTER V

CONCLUSIONS

The project established two neighborhood information centers in two urban branch libraries in five cities; maintained a national office; developed professional relations; conducted a national public relations program; and disseminated reports and publications describing research and implementation undertaken.

Service philosophies and commitments of the five libraries as a consortium project were remarkable and compatible.

Information is a service objective of all public libraries. Its provision, level of provision, and commitment vary.

Variations depend on organizational structure, financial constraints, current and past policies, attitudes of Boards of Trustees, administrators, and staff.

The strategy for change necessary in any system varies. Cities vary in neighborhood needs and reaction.

Primary difficulties which public libraries would encounter in this project or in any non-traditional project or new service are:

- Staffing Patterns - New staff, if non-librarians, often are not totally acceptable to other staff, particularly if their salary levels are on par or higher.

- Risk-taking - Certain administrators, librarians, and trustees dislike the risk of possible failure or time consuming difficulties and relationships necessary for new projects and new developments.

- Financial Administration - Annual constraints provided by limited budgets or city administrations, if the library is a city department, have major impact on services offered, and type of new or additional staff employed for project purposes.

- Unions - Unions and/or Civil Service regulations may play a restraining role relating to additional or new staff allowed or assigned for projects.

- Community Relations - Many public libraries are notably weak in staff assigned and amount of budget assigned for community and public relations activities. This has been decried by the profession for the past generation and probably will be so for the next. Unless the administration is able to assign funds and professional staff to develop, implement, and conduct community

and public relations programs, this situation will not change.

- Research and Development - Research and developmental efforts are usually scattered both in conduct and professional assignment in most major libraries. Until major metropolitan libraries establish Research and Development offices, research and development in public libraries will be weak, fragmented, or non-existent. (Detroit Public Library has a current position of "Research and Grants Co-ordinator").

- Curriculum Development - Library schools must take cognizance of the cited factors, as well as the need for selected librarians to have public administration and community relations training. This may mean another Master's degree or certificates for a year's specialized graduate course work.

- Human Relations - Many librarians who deal with the public are noticeably deficient in human relations training and understanding.

Until the public library is funded at optimum levels required by user and service needs, conducts a well-organized community relations program, utilizes research and development planning, has "people oriented" staff, the percentage of use of the public library will continue at the 25% of the population level it has been for past decades.

CHAPTER VI

RECOMMENDATIONS

Fifteen broad-based recommendations follow.

(1) Research should be continued to study and review existing services and staff, which provide information and referral services.

(2) Further study is needed concerning the meaning of advice, referral, and advocacy as it relates to branch library services and operation.

(3) The library's role as a neighborhood information center and a helping/outreach/referral agency requires further clarification, explanation, and study of staffing.

(4) Visibility of the public library has been extremely low in the reports, studies and articles written prior to this project concerning the Neighborhood Information Centers concept. Attempts should be made to ascertain why the public library has limited, or non-existent visibility with social, welfare, community, and other planning groups concerned with informational needs of citizens of every status.

(5) Recommendations should be made to improve the status and visibility of the public library.

(6) Study should be initiated with selected Graduate Schools of Library Science to discuss the educational requirements for staff in Neighborhood Information Centers and the criteria for selection of library school graduates or others to be employed as staff for these centers.

(7) A National Co-ordinating Office is needed to disseminate information concerning the NIC Concept, and to provide consulting services.

(8) Development of training materials and training programs for staff for Neighborhood Information Centers in public libraries is needed.

(9) Liaison with national organizations such as United Way of America should be continued.

(10) Federal Departments and agencies funding projects of a similar nature should co-ordinate efforts.

(11) Reports or publications prepared for Federal projects of a similar nature should be easily available and known to the Bureau of Libraries and Learning Resources staff for dissemination to project staff.

(12) A Color Film describing a Neighborhood Information Center in a Public Library and its operations should be produced.

(13) Strategy for change among staff and implementation of new operations and services of a non-traditional nature in traditional major metropolitan libraries is difficult. Seminars are needed on methods of introducing and producing change among staff.

(14) Consortium project is effective provided the National Office is funded at a level to provide necessary staff and operational support.

(15) Reports from this project should be widely disseminated to the profession-at-large, interested individuals, and organizations.